

# LIFE

U.S. MISSILE SCRAMBLE  
WHAT WE DO—AND TRY TO DO—TO RECOUP  
EUROPE'S HIGH-BORN SWEATER GIRLS  
SOUTHERN EDITOR'S R.I.P. FOR DIXIE



ELIZABETH TAYLOR AND DAUGHTER, LIZA TODD

NOVEMBER 4, 1957 **25** CENTS



No other  
ketchup  
tastes like  
Heinz!

**New Big Family Size**

**Regular Size**



Our best  
to you in

**1957**

The World's Largest-Selling Ketchup  
*Now comes in two convenient sizes!*



*Refreshed and happy  
on a snowy-fresh day*

You can feel like this

...when you refresh with Milk

Milk is refreshment that lasts, the pickup that keeps you picked up.

Your energy and spirits are renewed and refreshed by milk's natural sugar, minerals and proteins. Enjoy a glass of milk with meals, at bedtime . . . and it's so refreshing at "break time," mid-morning or afternoon.

So many pleasant, perfect times to enjoy a glass of milk . . . *Drink 3 glasses every day!*



*Milk gives you protein—needed daily to build sturdy bodies, to regenerate body tissues. You never outgrow your need for milk—and its proteins, calcium, vitamins.*



© 1957, AMERICAN DAIRY ASSOCIATION

AMERICAN DAIRY ASSOCIATION • Chicago  
Representing the dairy farmers in your area  
See "The Perry Como Show" on NBC-TV

This One



00U1-2KP-EYWL

Copyrighted material



## Rocket race and our lag

As U.S. sends up a display of rockets and President meets Prime Minister, an authority tells of flaws in our missile program—and the remedy.



FAR SIDE ROCKET

## Introducing a tiny Todd

A well-known family unveils a lovely addition—3-month-old Elizabeth Frances Todd, daughter of movie star Elizabeth Taylor, Producer Mike Todd.



TWO ELIZABETH TODDS

## R.I.P. for the "Old Dixie"

The Faubuses, says a southern editor, can't win—integration is inevitable in the progress the South wants, even if the "Old Dixie" vanishes.



EDITOR ASHMORE

## San Marino's comic war

Pint-sized San Marino has an upheaval but the smallest and funniest civil war in history ends—in a bloodless anti-Communist triumph.



COMMUNIST EXHORTER

## Aristocratic sweater girls

In sumptuous settings aristocratic young women of Europe show off the elegant sweaters that have become the fall fashion on the Continent.



DONNA REZIA CORSINI

## Historical accident victim

A cave in the mountains of Iraq yields a great scientific find, a hitherto unknown type of Neanderthal killed by a rockslide 45,000 years ago.



NEANDERTHAL SKULL

27

## COVER

Elizabeth Taylor Todd plays with her new daughter Elizabeth Frances Todd in her house in Westport, Conn. (see pp. 57-61)

## THE WEEK'S EVENTS

Big week for pushing missile buttons: U.S. tries hard to catch up amid mounting criticisms of the Administration—including an article by Trevor Gardner, former Assistant Secretary of the Air Force

**A Look at the World's Week** 27

Irresponsible ally of a reckless people: a correspondent on the spot analyzes the Kremlin's mischief-making in Syria which, designed mainly to embarrass the U.S., raises the peril of accidental war. **By John Mecklin** 38

The tough, vital contest for the New Jersey governorship: **Meyner vs. Forbes vs. apathy** 45

**Liz and Mike Todd show off their tiny cover girl** 57

## EDITORIAL

**The President and the crisis** 40

## PHOTOGRAPHIC ESSAY

High-born beauties of Europe as elegant sweater girls: knitted luxury is latest style at chateaux and villas. **Photographed in color for LIFE by Mark Shaw** 90

## ARTICLES

A civil war in a nutshell: tiny San Marino endures a coup d'état, two governments, heroic epithets without shedding any blood. **By Dora Jane Hamblin** 79

A southern challenge and epitaph for Dixie: Faubus' foe says integration is inevitable since progress demands it, but he hopes enlightened New South keeps some of Old South's graces. **By Harry S. Ashmore** 128

## TELEVISION

A feast of fairy tales is served with top stars, fancy trimmings—in color 50

## ART

**Look of the West inspires new group of painters** 65

## EDUCATION

**Classroom in a railroad coach** 71

## BUSINESS

The coming out of the 1958 cars: Chevy and Pontiac ignore fins as Chrysler keeps them and Lincoln goes for bigness in a big way 99

## CLOSE-UP

A poetic reprise for Chicago's Laureate: Carl Sandburg returns to his adopted city 107

## ARCHAEOLOGY

The historic skull of Shanidar cave: bones of a man killed in a rockslide in Iraq 45,000 years ago prove existence of a new Neanderthal type 115

## MOVIES

Exploits of wacky warriors: two new slapstick shows, *Operation Mad Ball* and *Don't Go Near the Water*, rib life behind the lines 121

## PARTY

**Lavish New York ball for Queen Elizabeth** 151

## OTHER DEPARTMENTS

**Speaking of Pictures: spectacular game with high stakes** 12

**Letters to the Editors** 19

**Sequel: a bride for Dr. Kato** 74

**Miscellany: interference for other side** 154

© 1957 TIME INC. ALL RIGHTS RESERVED UNDER INTERNATIONAL AND PAN-AMERICAN COPYRIGHT CONVENTIONS. REPRODUCTION IN WHOLE OR PART WITHOUT WRITTEN PERMISSION IS STRICTLY PROHIBITED

The following list shows the sources from which pictures were gathered. Credits are separated from left to right by commas, top to bottom by dashes.

- COVER—TONI FRISSELL  
2—U.S. AIR FORCE PHOTO—TONI FRISSELL—GREY VILLET—RENE BURRI FROM MAGNUM—MARK SHAW—DR. RALPH S. SOLECKI FROM SMITHSONIAN INSTITUTION  
12, 13—BOB DENDY FOR ATLANTA JOURNAL  
20—DMITRI KESSEL  
24—DAVID MOORE—HAL YAEGER—A.P.  
27—U.S. AIR FORCE PHOTOS  
28, 29—STAN WAYMAN FROM R.G. EXC. T. RT. A.P.  
30, 31—CHART BY TONY SODARO—BILL RAY  
32, 33—JOHN BRYSON, CHART BY TONY SODARO, ILLUSTRATION BY RAY PICH—ROBERT PHILLIPS  
34—JOHN BRYSON, ROBERT PHILLIPS—YALE JOEL, EDWARD CLARK, ROBERT PHILLIPS  
35—ROBERT PHILLIPS  
36—LT. U.P.—EDWARD CLARK: RT. A.P.  
37—LT. GEORGE SILK—GEORGE SKADDING—WALTER SANDERS: RT. U.S. NAVAL ORDNANCE LABORATORY  
38—ROBERT W. KELLEY EXC. T. RT. LONDON DAILY EXPRESS  
39—B.I.P.S. K.P.A.—ROBERT W. KELLEY  
45 THROUGH 48—PAUL SCHUTZER  
50—ELIOT ELISOFOV  
51—PHIL STERN  
52—ALLAN GRANT  
57, 58, 61—TONI FRISSELL  
65—N. R. FARBMAN PAINTING COURTESY PAUL KANTOR GALLERY—ANDREAS FEININGER  
66—N. R. FARBMAN—N. R. FARBMAN PAINTING COURTESY HENRY SWARTWOOD  
67—RAY ATKESON FROM SHOSTAL—N. R. FARBMAN PAINTING COURTESY MRS. STANLEY SINTON JR.  
68—N. R. FARBMAN—N. R. FARBMAN PAINTING COURTESY MELTZER GALLERY  
69—N. R. FARBMAN PAINTING COURTESY PORTLAND ART MUSEUM  
71—ARTHUR SHAY  
74—PAUL SCHUTZER—JOHN LOENGARD  
79—MARK KAUFFMAN  
80—RENE BURRI FROM MAGNUM—INT.  
82—EDMONDO RICCI—ROMA'S PRESS PHOTO  
85—RENE BURRI FROM MAGNUM  
86—FOTO WALL—FOTO ITALIA  
88—FOTO WALL  
89—ANDREAS FEININGER  
100, 102—ANDREAS FEININGER  
104—COURTESY STUDEBAKER-PACKARD CORPORATION—ANDREAS FEININGER—COURTESY AMERICAN MOTORS CORP.  
107, 108, 110—GREY VILLET  
115—DR. RALPH S. SOLECKI FROM SMITHSONIAN INSTITUTION  
116, 117—DR. RALPH S. SOLECKI FROM SMITHSONIAN INSTITUTION EXC. BOT. SECOND FROM RT. GEORGE MARAJIAN  
118—DRAWINGS BY ALTON S. TOBEY  
121—COBURN JR. FOR COLUMBIA PICTURES—ERIC CARPENTER FOR MGM  
123—COBURN JR. FOR COLUMBIA PICTURES EXC. CEN. GEREIGHTY FOR COLUMBIA PICTURES  
124—MGM EXC. UDT. ERIC CARPENTER FOR MGM  
128—GREY VILLET  
130—DON CRAVENS FROM B.S.  
133—GEORGE JAMES  
135—PETER STACKPOLE  
141—W.W.  
144—ROBERT W. KELLEY  
146—VIRGINIA MUSEUM OF FINE ARTS—U.S. ARMY SIGNAL CORPS  
148—ROBERT W. KELLEY  
151—ALEXANDER A. ALEXANDRO  
152, 153—STANDARD FLASHLIGHT COMPANY, INC.  
154—JAMES G. CONKLIN FOR MILWAUKEE JOURNAL

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; INT., INTERNATIONAL; K.P.A., KEYSTONE PRESS AGENCY; R.G., RAPHO-GUILLUMETTE; W.W., WIDE WORLD. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO REPUBLICATION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.



# PROTEIN!

## *Kellogg's* new food discovery

**Concentrated protein  
in a delicious new  
ready-to-eat cereal form**

Why have doctors, dietitians, and nutritionists welcomed Kellogg's Special K?

Because they know that breakfast is when you need protein the most and probably get the least. But now, with Special K it's easy to start your day with the kind of protein you need. Just fill the bowl and add milk and sugar.

Simple. And this single serving of Special K with milk gives you more high-quality protein

than any other leading cereal—hot or cold! Twice the average of all other cereals.

Several million families have also found the flavor of Special K to their liking. And it comes in a new form that is more than a flake and more than a puff. (Even feels good in your mouth!)

Pick up a package and try it. The one with the big red letter K on the outside and plenty of protein inside. Kellogg's Special K.

*Kellogg's* OF BATTLE CREEK

© 1957 by Kellogg Company



What is Father so interested in? Just the most nutritious cereal story of our time. (You'll find it on the back of Special K packages at your grocer's.)



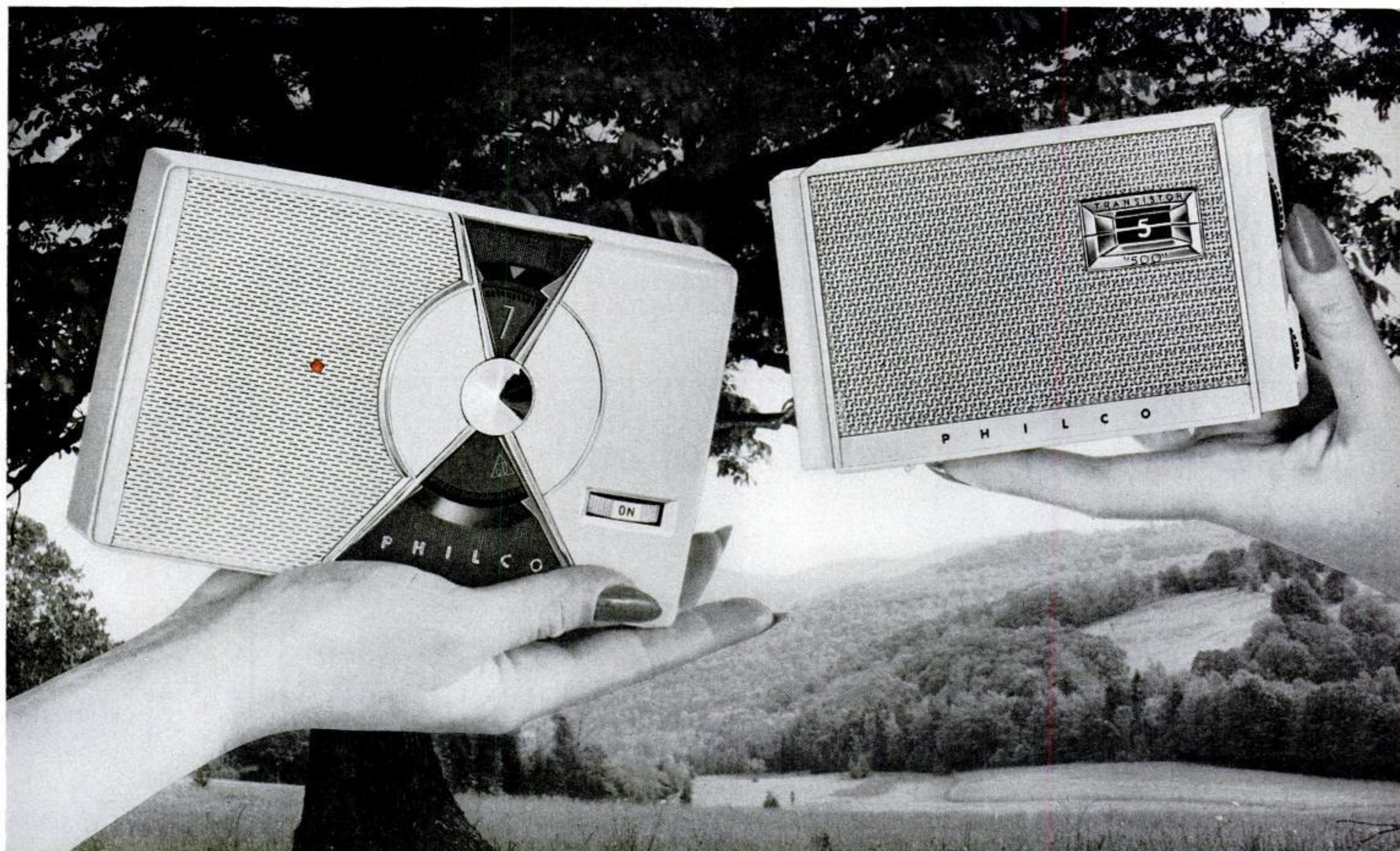
Growing-ups often need about twice as much protein per pound of body weight as parents. The kind in Special K helps keep them going strong.



Watching your weight? Special K is ideal for high-protein, low-fat, low-calorie diets. (Only 105 calories per ounce.)



# First and only radios with every part GUARANTEED FIVE YEARS!



MODEL T-7

MODEL T-500

## PHILCO Transistor Radios

play on regular flashlight batteries

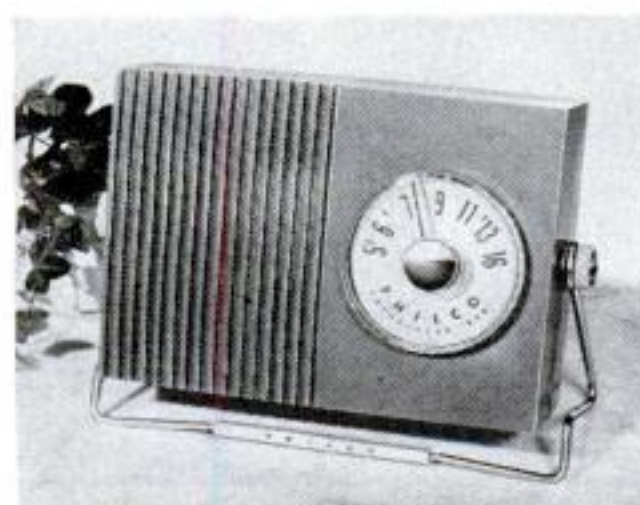
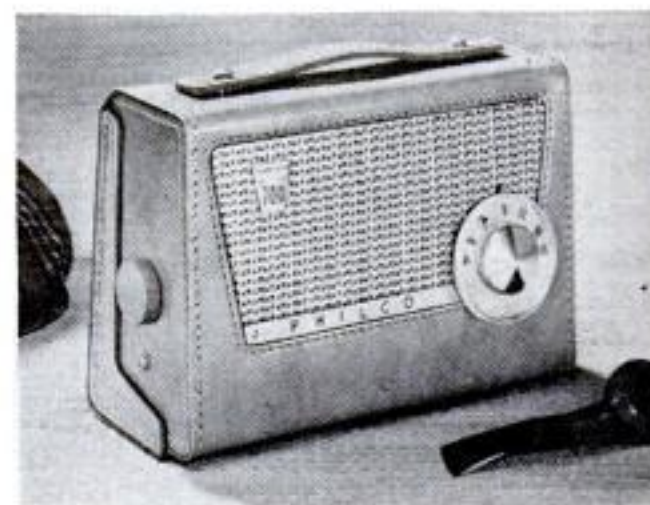
**Rugged—compact—and beautiful!** Philco's transistor radios are as new as the rocket age. Styled to go, and built to play — *anywhere!* And the two stunning models shown above are fully guaranteed for five years by Philco.

For all-round radio enjoyment, the mighty Philco T-7 is in a class by itself. With powerful Philco-developed surface-barrier transistors. (The same Philco developments have produced special transistors to be used in the earth satellite.) Plays in boats, sports cars, even transcontinental planes!

And the new smartly styled Philco T-500 is the smallest radio ever to give you such clear, powerful sound. Packs 5 powerful Philco transistors. Completely equipped for personal listening with input jack to connect ear button. Slip this Philco into your pocket — tune it in your pocket! Nothing near its size can match it.

Philco transistor radios make such ideal gifts, you'll want to give yourself one, too. See and hear them at your Philco dealer's now and you'll know why Philco is America's most preferred radio.

**LUXURY LEADER—**  
T-700! Rich look of saddle leather. 7 transistors. Powerful 4" speaker. Exclusive Magnecor antenna. Brilliant performance. Perfect town or country companion — all year round.



**NEWEST IDEA...**  
T-800! Cordless, tubeless. Philco transistor radio. Has big speaker — big set tone and quality. Ingenious new stand lets you stand or hang this new Philco in any convenient place.



LOOK AHEAD... and you'll choose **PHILCO®**



have  
you  
given them  
what  
they  
**REALLY**  
need?



for Christmas and a lifetime...

The shiny red bike, the varsity football, the hatbox just like Mom's...they're your way of telling your children "We love you." But youngsters need more than love alone if they are to become happy and successful adults. They need the thoughtful, intelligent atmosphere only **you** can give them...with the remarkable **BOOK OF KNOWLEDGE**.

#### CURIOSITY—THE GREAT TEACHER

Wonderful things happen when **THE BOOK OF KNOWLEDGE** comes into the home. Spurred on by curiosity, the child spends hours with his new-found treasure. He learns to find his own answers to every question, from art to atoms...learns to know great minds and be at ease with great ideas...discovers how to make and do things for himself...**and learns,**

**above all, that learning is fun.** The whole family comes to depend on these 20 volumes, with their 7,600 pages, their hundreds of delightfully written articles and their more than 13,000 pictures-that-teach.

#### ENRICHES THE CHILD'S LIFE

What a rich and rewarding environment for young minds to grow in! And what pride the parent feels... as he watches his child's interests expand, sees him develop the initiative and confidence that lead to a bright and happy future! Give your child the chance millions of others have had. **Give him THE BOOK OF KNOWLEDGE, the gift that lasts a lifetime.**

#### A FREE GIFT FOR YOUR CHILDREN

A new, exciting booklet the whole family will enjoy! 24 thrill-packed pages show you actual pages in

full color from the latest edition of **THE BOOK OF KNOWLEDGE**...with quizzes, nursery rhymes and games, questions and answers that will teach your child dozens of useful facts. Just mail the coupon for your child's copy. There is no obligation, of course.

#### CHRISTMAS BONUS IF YOU ACT NOW!

We will send you—**absolutely FREE**—a copy of "The Story of Santa Claus and Christmas Carols" if **your coupon reaches us by December 1st.** This colorful booklet tells the story of Santa Claus as it appears in **THE BOOK OF KNOWLEDGE**. In addition, it is packed with lovely, centuries-old Christmas carols and poems illustrated in color, to bring the real spirit of Christmas into your home. To be sure **your** child receives a copy, mail the coupon **today.**

# THE BOOK OF KNOWLEDGE®

THE CHILDREN'S ENCYCLOPEDIA

A publication of the Grolier Society Inc.

**FREE!** this delightful color booklet...



#### MAIL THIS FREE BOOKLET COUPON

THE BOOK OF KNOWLEDGE, Dept. A  
2 West 45th Street, New York 36, N. Y.

Please send me the free color booklet, "RIDE THE MAGIC CARPET." I understand I will receive as a bonus "The Story of Santa Claus and Christmas Carols" if this coupon reaches you by December 1.

There are.....children in my family, ages.....

NAME.....

ADDRESS.....

CITY..... STATE.....

Life, 11-4-57

© 1957 The Grolier Society Inc.





No more underdrying . . . no more overdrying. This new RCA WHIRLPOOL knows exactly how long to dry your clothes—without guessing, testing or timing. Choice of electric or gas dryer with matching washer—in white or decorator colors. Super-speed gas dryer dries a full 10-pound load in just 27 minutes.



Built-in sun and air. Soft, gentle breeze fluffs clothes as it dries them. Ultraviolet lamp makes clothes sunshine-fresh. Towels dried in this RCA WHIRLPOOL dryer are, by test, 34% fluffier than when line-dried.



Wrinkle-free Wash 'n' Wear Cycle eliminates drip-drying. Special air-flow design and cooling-off period dries miracle fabrics without baked-in wrinkles. All clothes come out softer, fluffier, more comfortable.



Automatic Fabric Control gives you right cycle, setting, heat and finish for every fabric. Just dial the fabric you want to dry—gone is the guesswork and doubt.

## This 1958 RCA WHIRLPOOL dryer shuts itself off at "dry enough"

**Simplest, most automatic, most wrinkle-free drying ever. Two completely automatic cycles for regular and delicate fabrics, plus a special Wash 'n' Wear Cycle for wrinkle-free drying, plus new Moisture Minder.**

This brand-new RCA WHIRLPOOL is bound to be nominated the foremost wife-saver of the year!


In fact, it's also a great work, time and clothes saver. With Automatic Fabric Control, you just dial the fabric you want to dry. The amazing new Moisture Minder senses damp heat inside the big, 20-pound capacity drum. When heat goes off, clothes are just dry enough—just right for wearing or ironing. No more guesswork about the right setting, heat or cycle. No more chasing up and down stairs to reset it, as you do with ordinary dryers, to get clothes dry. And no more overdrying that stiffens

clothes and ruins fabrics. A built-in sun lamp—and a built-in breeze—give your clothes that "outdoorsy", fresh-air fragrance, and clothes come out so soft and fluffy many need no ironing.

Don't miss seeing this revolution in automatic drying at your RCA WHIRLPOOL dealer's. Drop in for a demonstration this week.

**RCA Whirlpool**

BETTER HOME APPLIANCES . . . FOR BETTER HOMES

Whirlpool Corporation, St. Joseph, Michigan. (Use of trademarks  and RCA authorized by trademark owner, Radio Corporation of America.)





**\$10,000 MORE LIFE INSURANCE ON A "DO-IT-YOURSELF" BUDGET!**

Today, many of the most prudent budget-stretchers—like this amateur paper hanger—are finding they can afford New York Life's modern Whole Life insurance. At a low premium cost, Whole Life assures immediate cash for your wife and children, should you die. While you live, Whole Life continues to build cash values available for an emergency. What's more, when you retire and no longer need insurance protection, it can pay you a *monthly income for life!* Premiums

are low because Whole Life's \$10,000 minimum face amount permits savings that are passed to you. If you're age 35, for example, monthly premium for \$10,000 of Whole Life is only \$20.80 (\$20.05 under Check-O-Matic®)—less dividends you apply. See your New York Life agent for details or write to:

**NEW YORK LIFE INSURANCE COMPANY,** Dept. L-31, 51 Madison Avenue, New York 10, N. Y. (In Canada: 320 Bay Street, Toronto, Ontario)



# NEW T USSY ROTO-MAGIC DEODORANT

## ROLLS ON ANTI-PERSPIRANT PROTECTION

A new Tussy Deodorant  
in lotion form.

- Checks perspiration  
24 hours.
- Stops odor all day, too.
- Won't acid-damage  
skin or clothes.
- In an unbreakable case.
- Dries quickly.  
No sticky underarms.
- The perfect family  
deodorant. \$1.00 plus tax



TUSSY roto-magic deodorant









# A man who enjoys cigars enjoys life

He's alert, lively—always interested, always interesting!

His whole-hearted way of enjoying life helps others enjoy it, too. In his cigars he finds a happy combination of pleasure and relaxation. (And he needn't inhale to enjoy them!)

How about you? Enjoy life a little more, with a cigar! No other pleasure so great costs so little.

*Today, every day—relax, enjoy life*

**HAVE A CIGAR!**





**WIN**  
the  
**NEWEST**  
of the  
**NEW**  
**CARS!**

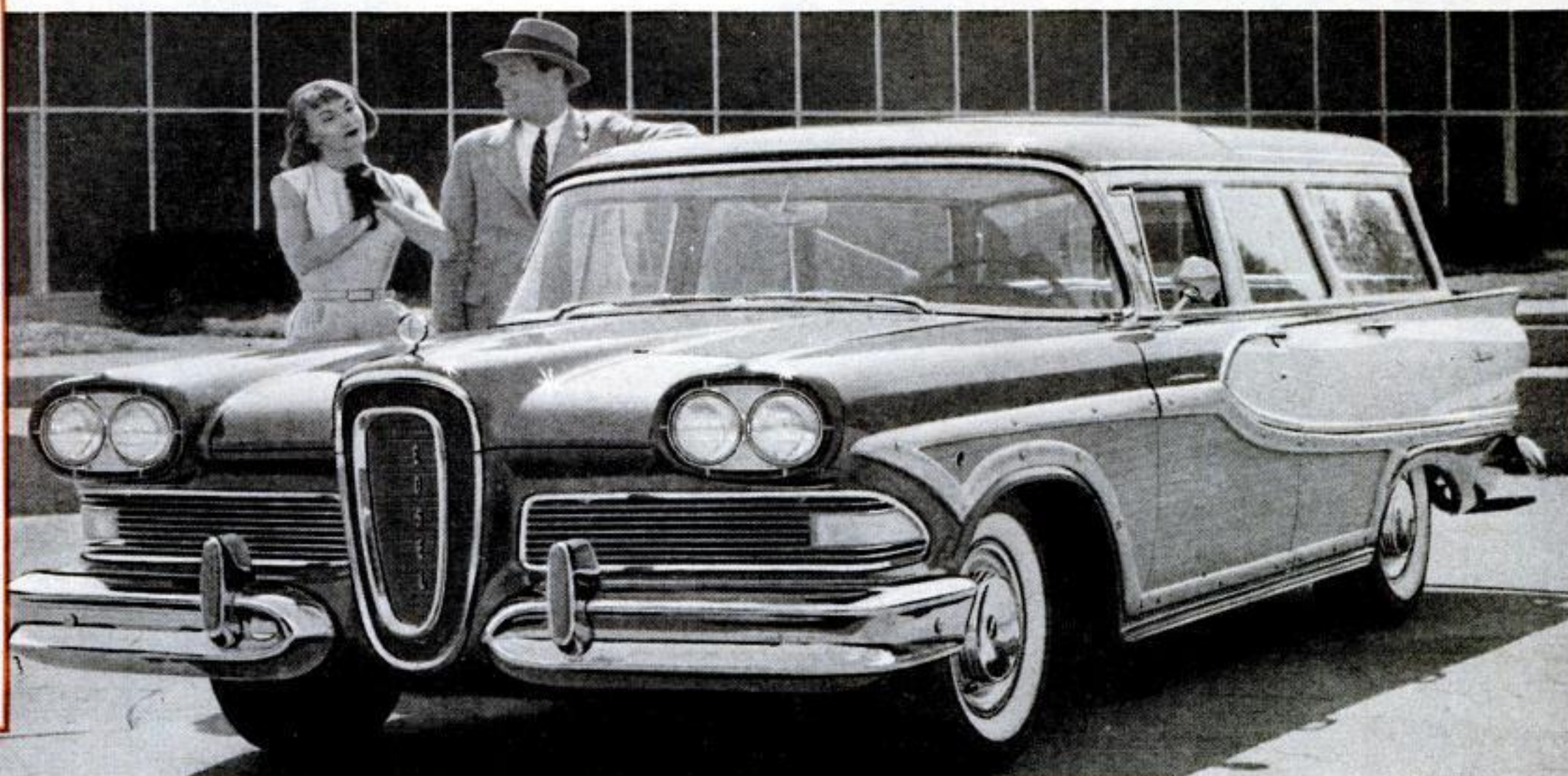
**1051**  
**BIG PRIZES**  
**FIRST PRIZE**  
**1958 EDESEL**  
**STATION WAGON**

**PFAFF**

SEWING MACHINE

**SWEEPSTAKES**

Nothing to Write • No Need to Buy • Just Mail in Coupon Below



Just fill in the coupon below! Drop it in the mailbox—and next thing you know you may be the proud owner of a brand new Edsel station wagon! Ever hear of an easier way to get yourself a new car! Do it right away—before this giant Pfaff Sweepstakes closes.

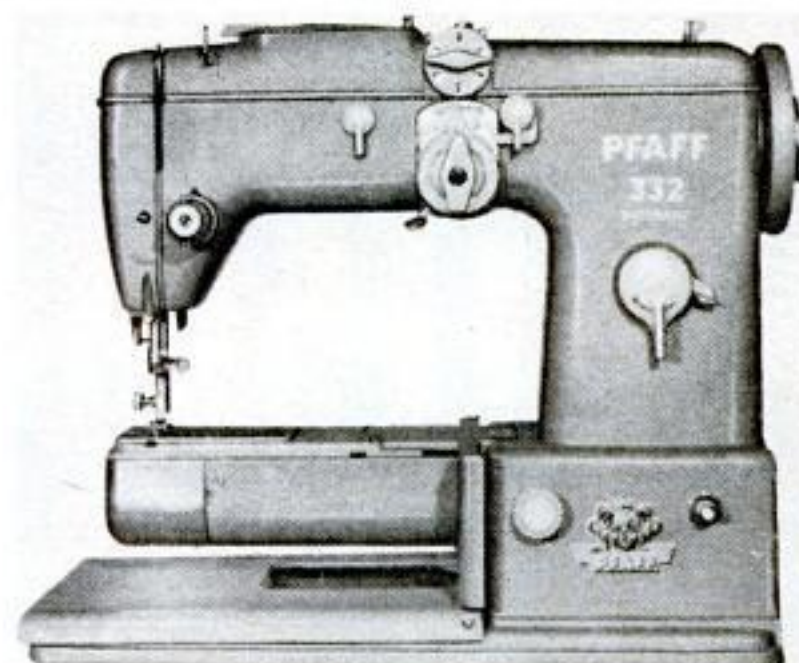
**\$1,000 Cash Bonus**

Just take your entry to your Pfaff dealer! \$1,000 cash goes to the Grand Prize Winner just for having entry stamped by a Pfaff dealer. There are lots of other chances to win in this giant sweepstakes too! 50 famous Webco Wonder vacuum cleaners go to the second prize winners. 1,000 \$50.00 gift certificates to the third prize winners—each good on any Pfaff (except Economy Model 30)—or 1,000 beautiful Sessions 12-inch Electric Clocks—whichever you choose.

**The newest of the new sewing machines!**

This is a not-to-be-missed opportunity to acquaint yourself with the most fabulous new sewing machine ever designed. The new Pfaff is the newest of the new. There are no discs, wheels, cams, or attachments! With the new Pfaff, you just dial for style! The Pfaff—and only the Pfaff—has an automatic Dial-A-Stitch that automatically does everything from exquisite, intricate embroidery to a darning stitch. There's a Pfaff for every purse and purpose—five automatic, zig-zag, and straight-stitch models, each available as a portable or in handsome Pfaff cabinets.

See the fabulous new Pfaff and enter the giant Pfaff Sweepstakes today! You may win a new Edsel!



© PFAFF International Corp.

**HERE'S HOW TO WIN!**

1 Use Entry Blank at right or get one free from your Pfaff Dealer. Put the letter you think fits in the box under each picture. Add your name and address (and closest Pfaff Dealer's name if convenient—not required). Mail to Pfaff Sweepstakes Headquarters.

2 To qualify for \$1,000 bonus, have entry stamped by Pfaff Dealer.

3 Entry must be printed or written by your own hand—not typed or reproduced mechanically. One winner per family, no duplicate prizes. Void where prohibited or taxed by local, state or federal regulations. Taxes, if any, not included in prizes.

4 Any adult in U. S. or Canada eligible except sewing machine dealers or distributors, Pfaff's advertising agency or employees or families of these. Winners' names will be available to all who send stamped, addressed envelope 30 days after contest.

5 The 1,000 Third Prize winners will have a choice of: 1. \$50 Gift Certificates good toward the purchase of any Pfaff (except Model 30). Or, 2. the beautiful 12-inch Sessions Electric Clock.

6 Drawing will be conducted by the Reuben H. Donnelley Corp. Providing all conditions are met, first correctly filled-in entry blank drawn will be awarded the Edsel Station Wagon, the next 50 will be awarded Webco Vacuum Cleaners, the next 1,000 will have a choice of 12-inch Sessions Electric Clocks or \$50 Gift Certificates as described above. Contest closes December 1, 1957.

**ENTRY BLANK** (Have Pfaff dealer stamp to qualify for \$1,000 cash bonus)

**MAIL TO** Pfaff Giant Sweepstakes Headquarters  
Post Office Box 6769  
Chicago 77, Illinois

All entries must reach Pfaff Sweepstakes Headquarters no later than December 1, 1957.

**EASY! FIT THE RIGHT LETTERS BELOW PICTURES!**

- A** This is the Pfaff Finger-tip Lift, a touch lifts your Pfaff from cabinet. **B** Pfaff exclusive Dial-A-Stitch. No wheels, no discs; just dial for style! **C** Pfaff features this automatic needle threader! **D** This magic bubble foot control is the Pfaff "circletrol," just touch for any speed.

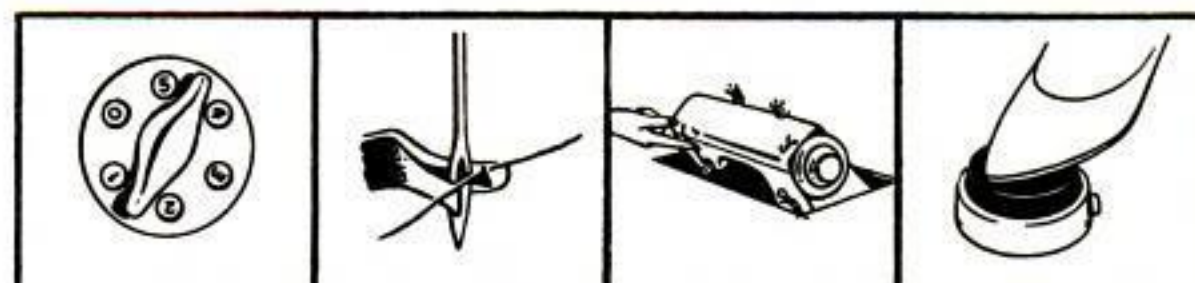
YOUR NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ COUNTY \_\_\_\_\_

STATE \_\_\_\_\_

NEAREST PFAFF DEALER \_\_\_\_\_  
(See Yellow Pages of your phone book. You are not required to fill in this line.)



☐ ☐ ☐ ☐

PFAFF Famous for Quality Since 1862 • 373 Fifth Avenue, New York, N.Y. • 216 N. Canal Street, Chicago • 1142 S. San Julian Street, Los Angeles • 2435 Duncan Road, Montreal





## **SPECTACULAR GAME WITH HIGH STAKES**





It takes a full week of teaching and hours of laborious climbing to get Army Signal Corps trainees to the top of the 30-foot practice telephone poles at Ft. Gordon, Ga. Once up there the trainees' first impulse is to hang on for dear life even though belts and foot gaffs will hold them safely. To help them let go and start

working with their hands, instructors perch whole classes aloft in the "pole orchard," then toss out basketballs to start the giddy game of catch shown above. Soon most of the men are enjoying the airy fun, but instructors stand below to bellow at the few who still try to hang on with one hand and play with the other.



# For colds



If you take aspirin or buffered aspirin for a cold, two aspirin tablets are more effective than one as a pain reliever.

Better still is one aspirin and one Coldene Cold Tablet. This combination gives pain relief plus relief for other miseries a cold brings.

But—for fastest, surest relief—for feelable relief in minutes from the symptoms of a cold, take two Coldene Cold Tablets every three hours.

Coldene Cold Tablets . . . 1. give effective relief from sneezes, sniffles, stuffy nose . . . 2. help ease raw and irritated throat membranes . . . 3. are the only cold tablets that relieve a cough . . . 4. calm that tiring, ache-all-over feeling . . . 5. get into the bloodstream fast.

Ask your pharmacist to examine the Coldene Cold Tablet prescription printed on each bottle and carton. He'll tell you Coldene is powerful, fast, effective. Twenty tablets \$1.

Copr. 1957 by The Pharma-Craft Co., Batavia, Ill.

## Coldene\*



\*coldene is a registered trade mark of Pharma-Craft Company.

## LIFE

EDITOR-IN-CHIEF . . . Henry R. Luce  
PRESIDENT . . . Roy E. Larsen

MANAGING EDITOR  
Edward K. Thompson  
ASSISTANT MANAGING EDITORS  
Philip H. Wootton Jr.  
George P. Hunt

John K. Jessup . . . CHIEF EDITORIAL WRITER  
Charles Tudor . . . ART DIRECTOR  
Joseph Kastner . . . COPY EDITOR  
Marian A. MacPhail . . . CHIEF OF RESEARCH  
Ray Mackland . . . PICTURE EDITOR  
SENIOR EDITORS: Donald Birmingham,  
Gene Farmer, Jay Gold, William Gray,  
Kenneth MacLeish, Hugh Moffett, Tom  
Prideaux, Sam Welles.

STAFF WRITERS: Herbert Brean, William  
Brinkley, Roger Butterfield, Robert Cough-  
lan, John Osborne, Robert Wallace.

PHOTOGRAPHIC STAFF: Margaret Bourke-  
White, Edward Clark, Ralph Crane, Loomis  
Dean, John Dominis, Alfred Eisenstaedt,  
Eliot Elisofon, J. R. Eyerman, N. R. Farb-  
man, Andreas Feininger, Albert Fenn, Fritz  
Goro, Allan Grant, Yale Joel, Mark Kauff-  
man, Robert W. Kelley, Dmitri Kessel,  
Nina Leen, Thomas McAvoy, Leonard Mc-  
Combe, Francis Miller, Ralph Morse, Carl  
Mydans, Gordon Parks, Michael Rougier,  
Walter Sanders, Frank J. Scherschel, Joe  
Scherschel, Paul Schutzer, George Silk,  
Howard Sochurek, Peter Stackpole, Grey  
Villet, Hank Walker, James Whitmore.

ASSISTANT PICTURE EDITORS: Frank Cam-  
pion, Lee Eitington.  
FILM EDITORS: Margaret Sargent, Nancy  
Bragdon, Barbara Brewster.

ASSOCIATE EDITORS: Oliver Allen, Ralph  
Graves, Mary Hanuman, Enno Hobbing,  
Sally Kirkland, Marshall Smith, John  
Thorne, Keith Wheeler, A. B. C. Whipple,  
Warren Young.

ASSISTANT EDITORS: Robert Ajemian,  
David Bergamini, Earl Brown, Mathilde  
Camacho, Robert Campbell, Charles  
Chaplin, Wilbur Cross, Anne Denny,  
John Dille, Robert Drew, Terry Drucker,  
Nancy Genet, W. K. Goodrick, Lee Hall,  
Muriel Hall, Monica Horne, Patricia Hunt,  
Edward Kern, Landon Knight, Jerry Korn,  
Mary Leatherbee, Jeanne LeMonnier,  
James Lipscomb, Richard Meryman, Jane  
Nelson, Jack Newcombe, Eleanor Parish,  
Joseph Roddy, Albert Rosenfeld, Irene  
Saint, David Scherman, Dorothy Seiber-  
ling, Mary Lou Skinner, John Stanton,  
Valerie Vondermuhl, London Wainwright.

REPORTERS: Virginia Addison, Linda Asher,  
Elizabeth Baker, Mary Elizabeth Barber,  
Margaret Bassett, Laura Bell, Richard Bil-  
lings, Patricia Blake, Margery Byers, Jeanne  
Campbell, Vivian Campbell, Helen Carlton,  
Barbara Cummings, Jeanne Dempsey,  
Laura Ecker, Diana Fetter, Tom Flaherty,  
Kim Freese, Joan Gibson, Frances Glennon,  
Gerry Gruen, Kathleen Hampton, Terry  
Harnan, Judith Holden, Alison Kallman,  
Nancy King, Richard Lewis, John Mac-  
Donald, Joann McQuiston, Loretta Nelson,  
Clara Nicolai, Charles Osborne, John Os-  
mundsen, Sheila Osmundsen, William Pain,  
Patsy Parkin, Patricia Phillips, Meya Pines,  
Norman Ritter, Henriette Roosenburg,  
Ellyn Schiff, Art Seidenbaum, Kathleen  
Shortall, Ruth Silva, Helga Staufenberger,  
Marion Steinmann, Jean Strong, Lucy  
Thomas, Terry Turner, Don Underwood,  
Marilyn Wellmeyer, Thomas Wheeler,  
Margaret Williams, Jane Wilson, Alix Wit-  
teborg, Sharon Workman.

COPY READERS: Helen Deuell (Chief),  
Dorothy Illson, Lu Burke, Barbara Fuller,  
Virginia Sadler, Marguerite Scheips, Su-  
zanne Seixas, Rachel Tuckerman.  
LAYOUT: Bernard Quint, David Stech (As-  
sociate Art Directors), Margit Varga, Robert  
Young (Assistant Art Directors), William  
Gallagher, Hilde Adelsberger, Matt Greene,  
Earle Keish, Albert Ketchum, Anthony  
Sodaro, Richard Valdati, John Woods.

PICTURE BUREAU: Natalie Kosek (Chief),  
Mary Carr, Betty Doyle, Margaret Gold-  
smith, Ruth Lester, Maude Milar.

PHOTOGRAPHIC LABORATORY: William J.  
Sumits (Chief), George Karas.

PICTURE LIBRARY: Alma Eggleston (Chief),  
Doris O'Neil, Albert Kreh.

U.S. & CANADIAN NEWS SERVICE: James  
Shepley (Chief), Tom Carmichael, Helen  
Fennell, Marshall Lumsden, George McCue;  
—WASHINGTON: James L. McConaughy  
Jr., Donald Wilson, Mary Cadwalader, Will  
Lang, Don Schanche, Hugh Sidey, Henry  
Snyder; CHICAGO: T. George Harris, Roy  
Rowan, Jane Estes, Leon Jaroff, John Mc-  
Dermott, William Trombley, Paul Welch;  
LOS ANGELES: Frank McCulloch, John  
Jenkins, Shana Alexander, Peter Bunzel,  
James Goode, Davis Thomas, David Zeit-  
lin; ATLANTA: Harry Johnston, Robert  
Mason, Richard Stolley; BOSTON: William  
Johnson, Wilbur Jarvis; DALLAS: Willard  
Rappleye, Jane Scholl; DENVER: Barron  
Beshoff, Bayard Hooper; DETROIT: Nor-  
man Nicholson, Richard Anthony; SAN  
FRANCISCO: Richard Pollard, John Porter;  
SEATTLE: Robert Schulman, Russell Sack-  
ett; OTTAWA: Arthur White, Douglas How;  
MONTREAL: Byron Riggan; TORONTO: Mur-  
ray Galt; CALGARY: Ed Ogle.

FOREIGN NEWS SERVICE: Emmet John  
Hughes (Chief), John Boyle, George Caturani  
—LONDON: Max Ways, Norman Ross, Bea-  
trice Dobie, Ruth Lynam, Robert Morse;  
PARIS: Frank White, Milton Orshesky,  
George Abell, Anne Chamberlin, Timothy  
Foote, Gabrielle Smith, David Snell; BONN:  
Edward Hughes, John Mulliken; ROME:  
Walter Guzzardi, Dora Jane Hamblin; JO-  
HANNESBURG: Curtis Prendergast; ATHENS:  
Donald Burke; ISTANBUL: Robert Neville;  
BEIRUT: John Meeklin; NEW DELHI: James  
L. Greenfield; HONG KONG: James Bell,  
Scot Leavitt, James Burke; TOKYO: Alex-  
ander Campbell; MEXICO CITY: Richard  
Oulahan Jr.; GUATEMALA CITY: Harvey  
Rosenhouse; RIO DE JANEIRO: Piero Sapo-  
riti; BUENOS AIRES: Philip Payne.

PUBLISHER . . . Andrew Heiskell  
ADVERTISING DIRECTOR . . . Clay Buckhout

## FIX-IT TIPS with "Plastic Wood"



**Remove screws.** Fill the holes with  
hard-holding Plastic Wood. When dry,  
screw screws back into place.



**Fix 'em with Plastic Wood.** It sticks to  
any surface—takes stain or paint per-  
fectly. Sands easily.



**Remove knobs.** Fill the holes with  
Plastic Wood. When dry, screw knobs  
back in. It always stays strong.



**Use Plastic Wood** to set them tight  
again. It hardens harder than wood it-  
self for perfect repairs.



Set things  
right with the only  
**"PLASTIC WOOD"**

REGISTERED TRADE-MARK



# Helena Rubinstein



## **New Silk-Tone Liquid Make-Up gives instant radiance—all-day glamour!**

**N**OW Helena Rubinstein has perfected the ideal make-up for the naturally beautiful look! It will give you delicate color, flawless texture—a young, pretty glow that lasts all day, all evening.

SILK-TONE® is a creamy liquid that flows on in seconds, conceals flaws, shadows and tiny lines. Instantly you will have the smooth, even finish of a beautiful complexion...natural looking even in broad daylight. *Never* thick or

artificial, SILK-TONE will *not* clog pores—will *not* look obvious on your skin!

Helena Rubinstein, world-famous beauty scientist, knows best what's *good* for your skin. She formulates SILK-TONE with moisturizers and emollients that protect against drying and discourage age lines. 1.50.

For added flattery, match your SILK-TONE make-up with Helena Rubinstein's fabulous SILK-SCREEN FACE POWDER,

in special blends for dry or oily skin. It has the magnetic cling of silk, lasts all through the day! 1.25, 2.00, 3.50.

For a natural blush of color, use Helena Rubinstein's SILK-TONE LIQUID ROUGE. The exclusive ingredient is *Flavone*... nature's own substance for coloring roses red! 1.25.

All available at leading department and drug stores. Helena Rubinstein®, 655 Fifth Avenue, New York 22, N.Y.



Prices plus tax

**1.50**





**NEW RAMBLER 6** Entirely new 1958 edition of last year's top auto success. Model shown is the popular Four-Door Custom Cross Country



**NEW RAMBLER REBEL V-8** Sparkling V-8 performance and top V-8 economy. Four-Door Custom Sedan is illustrated.

## FIRST COLOR PHOTOS OF

# ALL-NEW RAMBLER.

Pictured here are some of the new 1958 American Motors cars which are expected to keep the company's record sales-rise snowballing.

The remarkably successful Rambler (the nation's No. 1 car in sales growth) presents 17 entirely new cars on two wheelbases... the Economy 6, the Rebel V-8 and an entirely new Ambassador by Rambler—a luxurious 270 horsepower V-8.

The sleek new styling is as advanced in concept as Rambler itself—only car to combine American

big car room and comfort with European small car economy and handling ease.

Among major advances in the 1958 Rambler are Pushbutton-controlled automatic transmission, POWR-LOK anti-spin differential, Four-Beam Headlights and America's first 100% full-dip rust-proofing (instead of old-fashioned spray method).

Most important are the 7 better differences offered by Rambler: (1) The best of both: Big car roomy luxury—Small car economy. (2) Single unit

construction—all-welded, twice as strong, far safer. Major reason why Rambler is first in resale value. (3) Penny-a-mile gas economy, official NASCAR record by Rambler 6 with overdrive. (4) Shortest turning radius, easiest parking. (5) Airliner Reclining Seats, Twin Travel Beds. (6) Lowest cost, more efficient All-Season Air Conditioning. (7) Fresh, distinctive jet stream styling inside and out.

See the all-new 1958 Ramblers today—at all Rambler, Nash and Hudson dealers.



Plenty of room for six adults



Out-turns, out-parks any U. S. Sedan

## Only Rambler Gives You the Best of Both:

**1** AMERICAN  
Big Car  
Room, Ride  
and Comfort



**2** EUROPEAN  
Small Car  
Economy,  
Handling Ease



\*NASCAR Record—6 with Overdrive

**AT ALL RAMBLER, NASH AND HUDSON DEALERS**





**NEW Ambassador V-8** 270 H.P. engine combines top V-8 performance with outstanding V-8 economy. Country Club Four-Door Hardtop shown.



**NEW Ambassador V-8 CROSS COUNTRY** hardtop Station Wagon—four doors, no center posts. One of 7 distinctive Ambassador models.

# AMBASSADOR FOR '58

*Am* AMERICAN MOTORS MEANS MORE FOR AMERICANS



**Pushbutton-**controlled automatic transmission is one of three choices on American Motors cars. Other choices: Overdrive or Standard Synchromesh.



**Exclusive** American Motors Airliner Reclining Seats adjust to 5 comfortable positions—make up into nap couches for kiddies or Twin Travel Beds.

**Interior** design, colors and fabrics are entirely new—smartest ever created for American Motors cars. Stunning new cinnamon and beige interior at right is one of 58 new decorator choices for '58!







NEW HIGH-FASHION CABINETS 4 TO 5 INCHES SLIMMER IN DEPTH!

# Now! No more tuning... New Westinghouse TV does it for you!

One touch changes channels and fine-tunes picture and sound—electronically!

**IT'S A WESTINGHOUSE EXCLUSIVE!** At last, a TV you never have to tune. No more fussing with dials, blurry pictures or fuzzy sound—it's done electronically! All you do is touch the channel selector. Instantly Westinghouse "Electronic Tuning" changes channels and electronically tunes in the best possible picture and sound. Instantly it adjusts itself for station strength—brings you distant channels clearer than ever before. And, it stays in tune every second you watch it. All this *and more* is yours *only* in 1958 Westinghouse TV—yet it costs you no more than ordinary TV!

**MANY MORE BIG NEW ADVANCES!** "Broad Band" reception gives 22% more picture detail • "Up-front" speakers on table models, multiple-speaker consoles. Silver Safeguard Chassis for new freedom from service calls • First true Remote Control, the "Picture Pilot" (optional at slight extra cost).



YOU CAN BE  
SURE...IF IT'S

## Westinghouse

WESTINGHOUSE TV IN THE "SHAPE OF TOMORROW"

See TV's top dramatic show—Westinghouse "Studio One" • Television-Radio Division • Metuchen, N.J.

Dress by Claire McCardell



**A. NORDIC**, Table TV\*. Up-front speaker. Lined oak, walnut or mahogany finish. 21T221 • **B. ATHENS**, Horizontal TV\*. Walnut, lined oak or mahogany finish. 21K232 • **C. REGENCY**, multi-speaker Console\*. Mahogany, lined oak or walnut finish. 21K226 • **D. NEW SLIM PORTABLE TV** in vinyl or decorator finishes. 17-in. over-all diagonal, 141 sq. in. viewable area on 90° sets, 155 sq. in. on 110° sets. 17T239





## If You Want To STOP SMOKING Traffic Officer Tells How!



Officer Edward Furmanek has been with the Chicago Police for over four years. He says: "I tried Bantron. In just one week I had lost every desire to smoke. Today, if I ever feel any desire to smoke, I take a Bantron instead!"

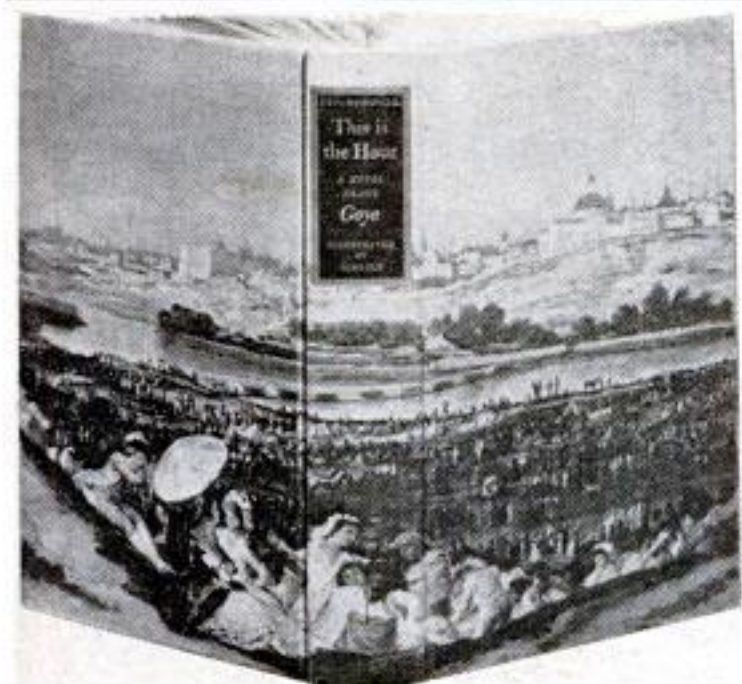
Here at last is a safe, new product, developed at a great American University, that has helped thousands stop smoking. In a series of clinical tests, published in a leading Medical Journal\*, scientists reported that 4 out of 5 men and women who wanted to quit smoking stopped within 5 days when they took Bantron.

And the Bantron way is so easy and pleasant! Just take 3 Bantron tablets a day, after meals, for four days. Then only 2 a day until all desire to smoke leaves you. 80% are "Free" in 5 to 10 days.

Taken as directed Bantron is perfectly safe. It acts as a substitute for the nicotine in your system which gives you a craving for tobacco. Now at drug stores without prescription. Price \$1.25.

**Bantron**  
BRAND

Smoking Deterrent Tablets  
A Campana Product



Perhaps you didn't see  
us offer this book **FREE**.  
So here it is once more:  
opportunity at your door!

**THIS IS THE HOUR: A Novel about Goya** by Lion Feuchtwanger is free to the new members of The Heritage Club who enroll for a six-months' sampling of beautiful books. This richly pictorial edition has nearly two hundred reproductions of Goya's work: forty-four are full page, either in color or gravure. Mail coupon promptly and a Prospectus will be sent at once.

TO: THE HERITAGE CLUB  
595 Madison Avenue, New York 22

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

226-L

## LETTERS TO THE EDITORS

### CRIME IN THE U.S.

Sirs:

Heartiest congratulations to LIFE for its excellent series "Crime in the U.S."

The problems of law enforcement, the courts, the prisons, the parole boards and the probation systems have been ably portrayed and discussed. If it awakens all good citizens to action and brings about the support which all agencies need to not only stem but to reduce the incidence of crime in this country, the series will have made a real contribution to our nation.

HERBERT BROWNELL JR.  
Attorney General

Washington, D.C.

Sirs:

Not only is the series important for the facts presented, but also for the development of interest in a problem area that can never be solved until the public becomes intelligently aware of what they are dealing with.

ROBIN L. LAMSON  
Acting Executive Director  
Wisconsin Service Association  
Milwaukee, Wis.

Sirs:

As a Certified Public Accountant (Michigan) who regularly advises his clients on tax and other business problems, I vigorously object to your ill-conceived article on "The Crooks in White Collars" (LIFE, Oct. 14). I can assure you that no reputable Michigan businessman fits the distorted picture you drew of a "reputable New York State businessman," nor, probably, does a reputable businessman of any other state of the union.

Tax evasion or fraud is one thing; taking advantage of every avenue for legitimate tax saving is quite another.

ORVILLE B. LEFKO  
Detroit, Mich.

Sirs:

It may well be a crime to appropriate office property for personal use, but it is not a sin. St. Paul is rather insistent about this, for he twice quotes the passage from Deuteronomy (25:4): "Thou shalt not muzzle the ox that treads out the corn..."

Perhaps it was only in self-defense that he chose to dig up that rather obscure text!

THE REVEREND ROGER GEFFEN  
Church of the Good Shepherd  
New York, N.Y.

CONTINUED

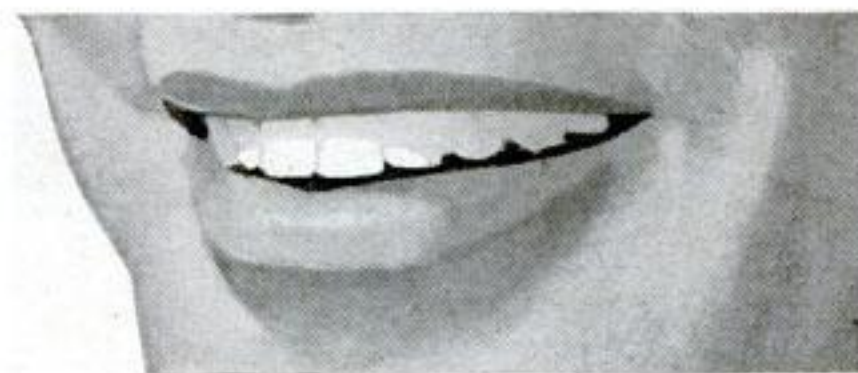
Please address all correspondence concerning LIFE's editorial and advertising contents to: LIFE, 9 Rockefeller Plaza, New York 20, N. Y.

Please address all subscription correspondence to J. Edward King, Gen'l Manager, LIFE, 540 N. Michigan Ave., Chicago 11, Ill. Changes of address require three weeks' notice. When ordering change, please name magazine and furnish address imprint from a recent issue, or state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number.

Time Inc. also publishes TIME, FORTUNE, SPORTS ILLUSTRATED, ARCHITECTURAL FORUM and HOUSE & HOME. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President for Publishing, Howard Black; Executive Vice President and Treasurer, Charles L. Stillman; Vice President and Secretary, D. W. Brumbaugh; Vice Presidents, Edgar R. Baker, Bernard Barnes, Clay Buckhout, Arnold W. Carlson, Allen Grover, Andrew Heiskell, C. D. Jackson, J. Edward King, James A. Linen, Ralph D. Paine, Jr., P. I. Prentice, Weston C. Pullen, Jr.; Comptroller and Assistant Secretary, John F. Harvey.



one good-tasting Lavisrinse



...and your mouth feels clean

because it is clean



# Lavisrinse Clean!

There's a delightful difference in the way your mouth feels when it's Lavisrinse-clean. Lavisrinse' unique astringent action stimulates and tones delicate tissues. Leaves your mouth refreshed... clean. And Lavisrinse tastes so good your whole family will want to use it.

### EXTRA TIPS ON FAMILY MOUTH CARE

**SORE THROAT**—A Lavisrinse gargle will clear away throat mucus and soothe irritated tissues.

**OFFENSIVE BREATH**—A Lavisrinse will quickly remove the mucus coating and food residue which often cause bad breath.

**CANKER SORES**—Lavisrinse, applied directly to the sores, will hasten the healing process.

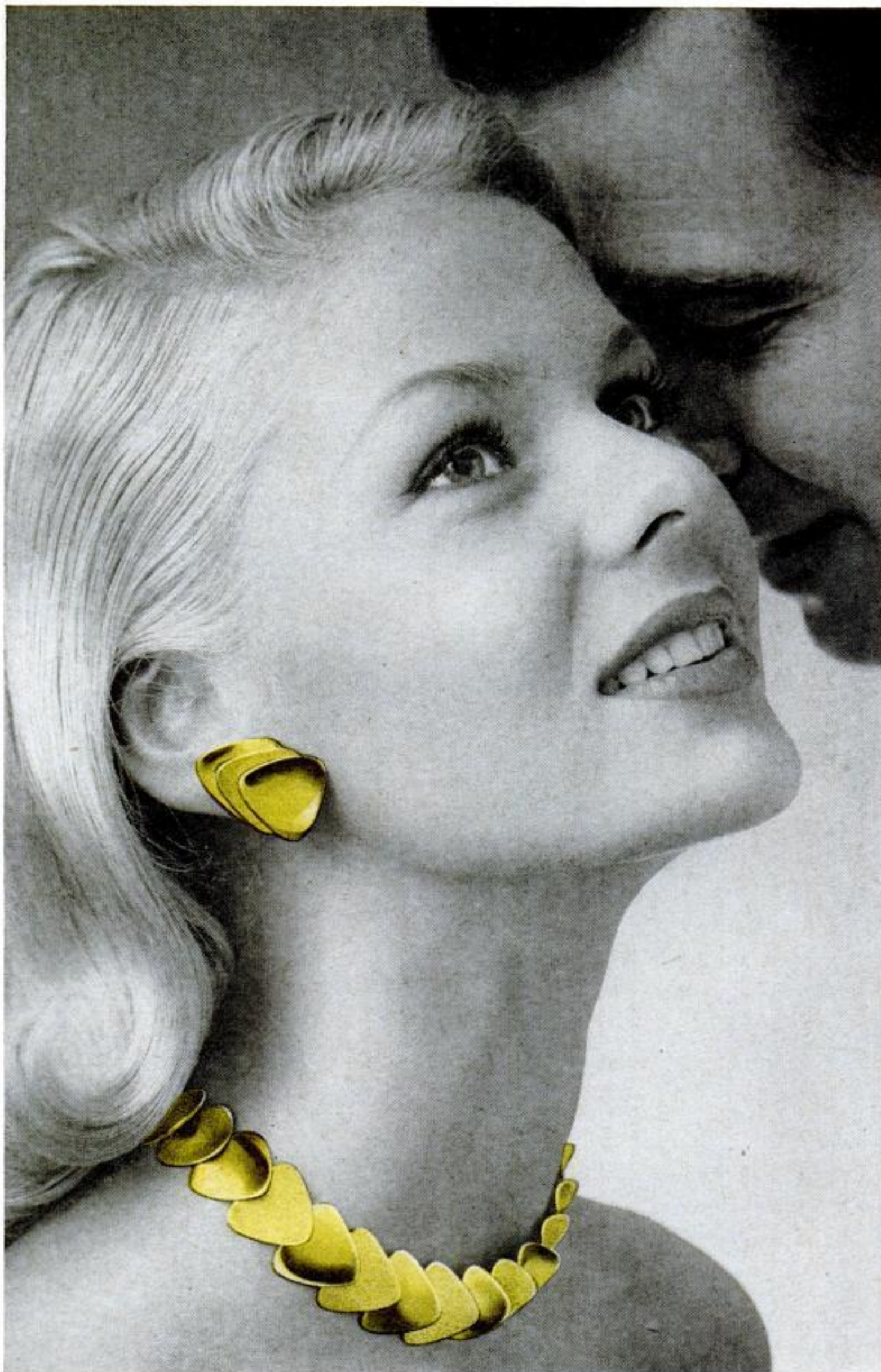
**DENTURES**—Regular use of Lavisrinse helps keep mouth tissues clean and comfortable... the breath pure and fresh.



**LAVISRINSE**

the **SPARKLING RED** mouthwash  
that tastes good... does good!





## For Years...and Years to Come

The first soft touch of love is a promise... a promise of sharing that will span the years. So, too, the hallmark Gold Filled on anything of beauty you buy is a promise... a promise, always fulfilled, of fine quality and enduring beauty.

### GOLD FILLED:

Is — a layer of Karat Gold *bonded* to a strong supporting metal.  
Resists tarnishing — because it is *karat gold* where it's seen... where it wears.  
Has greater true value — because it has a *layer* of karat gold, not just a microscopic film.  
Is quickly identified — by a government authorized mark... which may be stamped on only genuine Gold Filled.

For the pride of owning... of giving... make sure it's made of

## GOLD FILLED

THIS GOVERNMENT PRESCRIBED MARK MAY READ 10, 12, OR 14 KARAT GOLD FILLED



Many of the world's finest watches are cased in Gold Filled.



Accessories like pens and lighters look lovely longer if they are made of Gold Filled.



Fine quality men's jewelry, bearing famous names, is most often made of Gold Filled.

## LETTERS TO THE EDITORS

—CONTINUED—

### SOVIET SATELLITE

Sirs:

In "Soviet Satellite Sends U.S. into a Tizzy" (LIFE, Oct. 14) the bearded youth pictured on page 35 is not, as LIFE states, Dr. Allen Hynek. He is Richard T. Cooper of Geneva, Ill., an editor of the Harvard *Crimson* and also, I am wont to believe, my future brother-in-law.

JOHN A. POPE JR.

New York, N.Y.



DR. HYNEK AND GLOBE

● Dr. Hynek, Smithsonian Institution scientist in charge of the visual tracking program of the U.S. satellite, also wears a beard, appeared on LIFE's Oct. 21 cover.—ED.

### ORDEAL FOR THE 'BEASTS'

Sirs:

"Ordeal for the 'Beasts'" (LIFE, Oct. 14) is typical of the backward "Maginot Line" thinking of our nation's military leaders, creating childish military automatons. Today we so desperately need U.S. scientist-soldiers with imagination, natural poise and self-discipline.

DAVID H. STRIER

Miami Beach, Fla.

Sirs:

As a onetime plebe who survived the Beast Barracks but resigned from West Point halfway through my plebe year, I find your photos of Beast Barracks very interesting. I'm glad you were able to show the shower baths, which are just one of a thousand indignities heaped upon the plebe. Some people want to be West Pointers badly enough to put up with this type of Prussianism. Others do not.

STARR JENKINS

Albuquerque, N. Mex.

Sirs:

I do not know who the boy is in the picture on page 148 captioned "Beast James Doherty Arrives at West Point," but he is not James Doherty, who happens to be my brother.

MARY C. DOHERTY

Revere, Mass.

● He is West Point Beast Francis W. ("Chip") Wanner, 18, of River Edge, N.J.—ED.

Sirs:

As a nongraduate who was on the "inside" while stationed as a dental officer at West Point, I was able to appraise the results of "Beast Barracks" by actual contacts with the cadets. No finer system could be devised to shape a 17- or 18-year-old into an officer charged with responsibility of life and death at 21 or 22.

The results in the person of the upperclassman and graduate are shown

CONTINUED

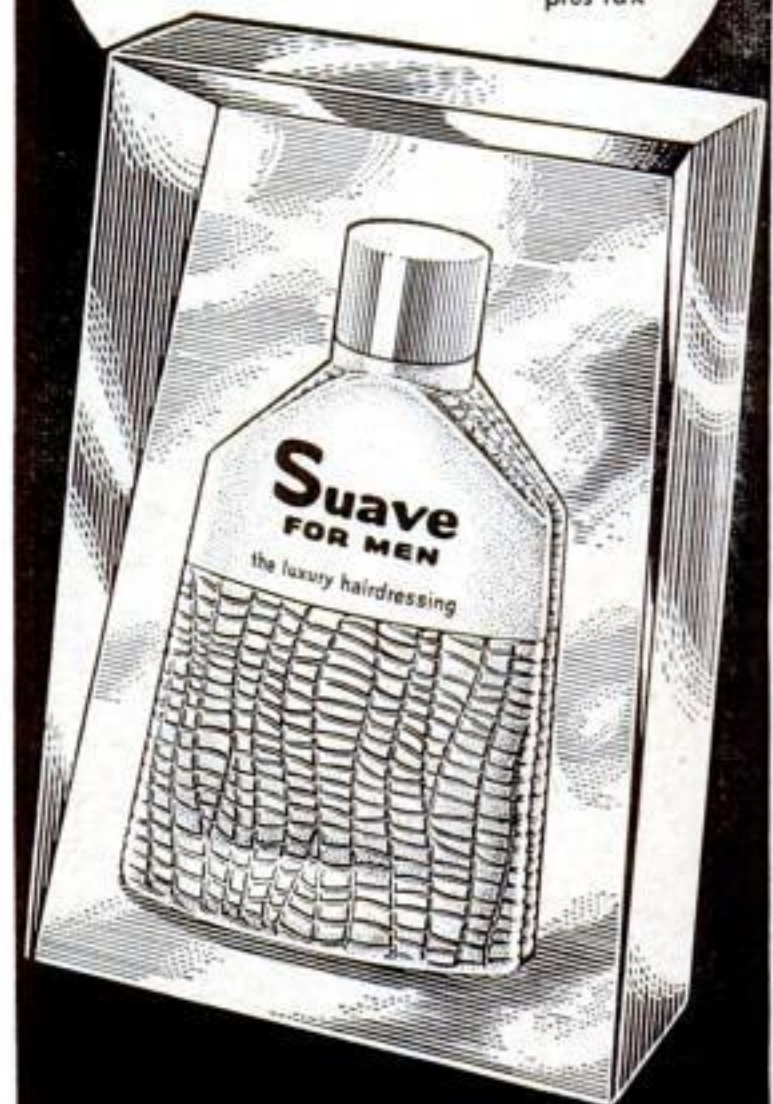
You'll never  
go back  
to ordinary  
hairdressings!



## Suave<sup>®</sup> FOR MEN

controls hair  
more naturally,  
truly greaseless!  
Handier to use  
in alligator-grain  
squeeze flask.

In golden gift box \$1  
plus tax





*This is the one  
that's delicious  
for drinking!*

## Carnation "Magic Crystals"

### SECRET OF FRESH FLAVOR NONFAT MILK INSTANTLY!



This is the "Magic Crystals" Instant. The one that bursts into light, fresh flavor nonfat milk instantly, even in ice-cold water! Refreshing, naturally invigorating, *delicious* for drinking. Your modern *light* way to all the natural protein, B-vitamins and calcium of freshest whole milk.

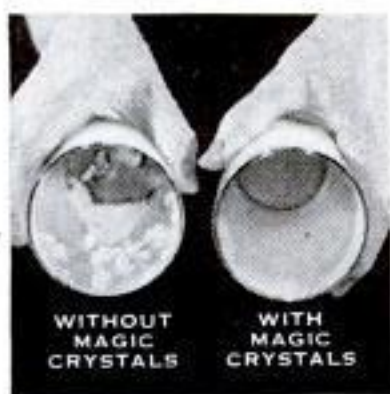
Perfect for cooking, too – no special recipes needed. Even *whips*, for delicious topping, or to use in place of calorie-loaded whipped cream in recipes. Whipping directions on package.

Today, discover the good fresh flavor, the *many* uses of the one and only "Magic Crystals" Instant.

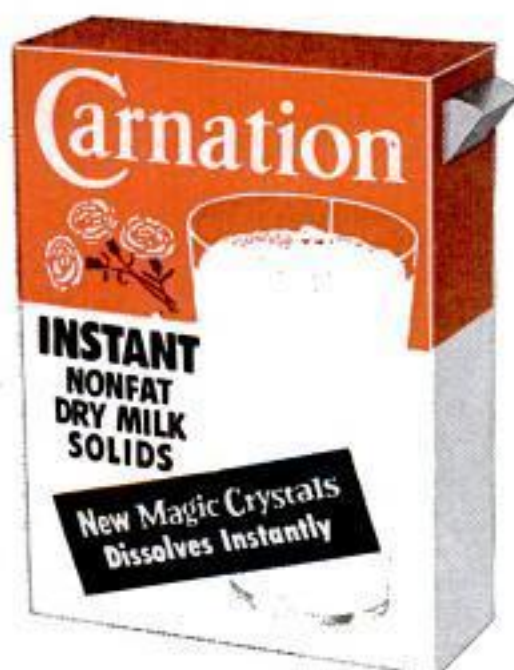
### MIXES INSTANTLY AND COMPLETELY



Only Carnation Magic Crystals mix instantly in ice-cold water with just a light stir. Powdery, dried concentrates do not.



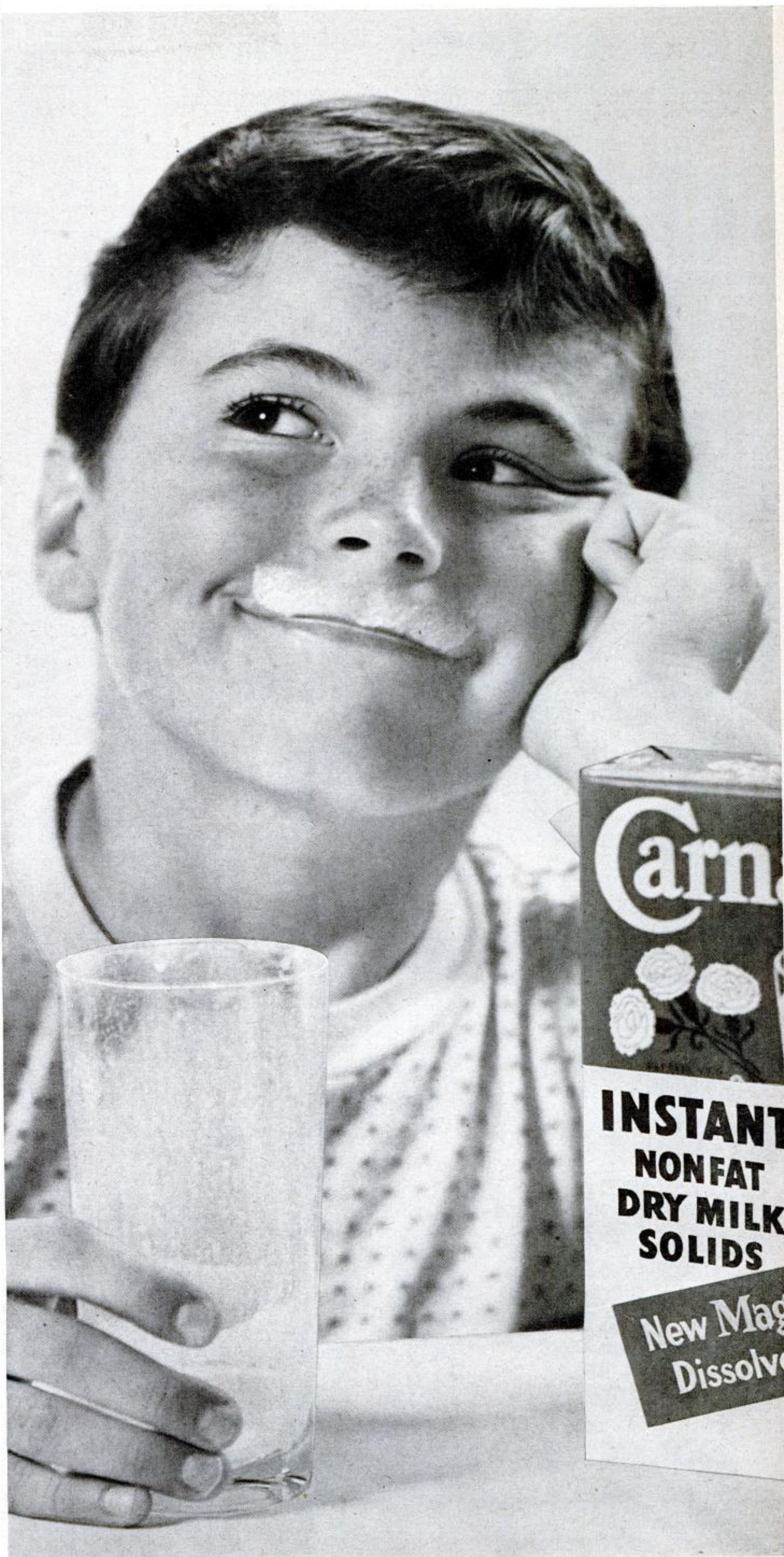
Only Carnation Magic Crystals mix completely. Ready to drink, freshly delicious. No lumps, no left-over paste in the glass.



For drinking,  
cooking, baking,  
whipping—  
**NOW SAVE  
ALL 4  
WAYS**

Convenient 3-Qt. and  
Economical 8-Qt. Sizes.

Try Carnation Instant Chocolate Drink, too!  
Refreshing, nonfat milk with rich Chocolate Flavor.  
Delicious hot or cold.



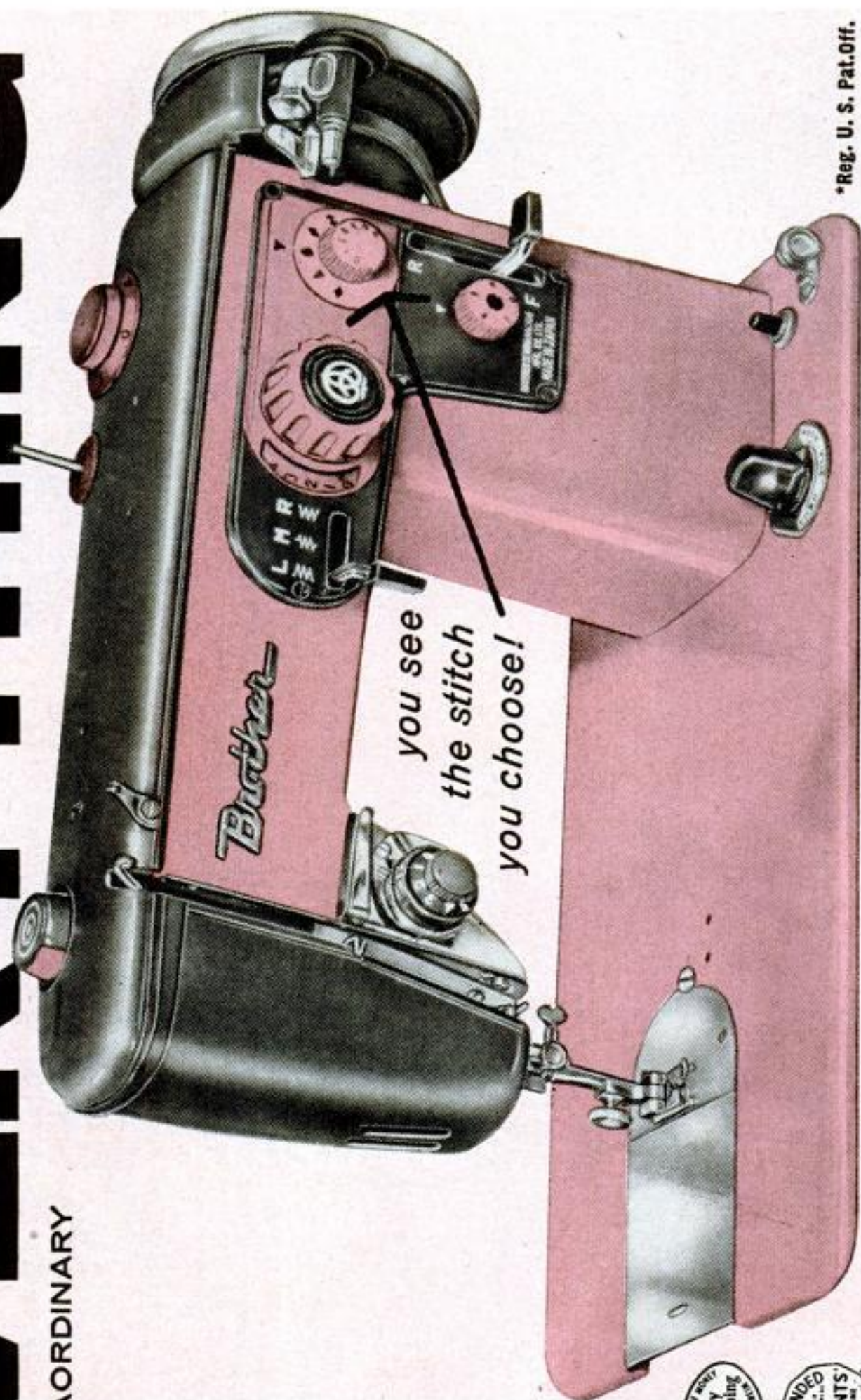


# IT HAS EVERYTHING

BEAUTY, SIMPLICITY, PERFORMANCE AND VALUE EXTRAORDINARY

## SUPER-SELECT-O-MATIC AUTOMATIC

Sews straight or fancy with the turn of the dial. With all built-in features. There's a **BROTHER** sewing machine for every need, every budget. Exclusive fabric and dress-making services.



\*Reg. U. S. Pat. Off.



Brother Riviera 120\*



Brother Fairmatic 130\*



Brother Pacemaker 200\*

**BROTHER** INTERNATIONAL CORPORATION  
Sewing Machines

Sold and Serviced by Atlas Sewing Centers, Leading Department and Specialty Stores and Independent Dealers throughout the U.S. Made and guaranteed in writing by the world's largest manufacturer of private brand machines.

**FREE!** "Tips from Top Designers" ... secrets of America's leading fashion designers. Write: Brother International Corp., 122 West 27th Street, Dept. L-11, New York 1, New York.

**NEW YORK** 122 W. 27th St.  
**LOS ANGELES** 1058 S. Flower St.  
**NEW ORLEANS** 2001 Gentilly Blvd.  
**MIAMI** 3612 N.W. 47th St.  
**PHILADELPHIA** 40th & Arch Sts.

**Guaranteed by Good Housekeeping**  
**USE-TESTED**  
**UL**  
**SAFETY CENTER**  
**SAFETY CENTER**  
**SAFETY CENTER**

## LETTERS TO THE EDITORS

CONTINUED

by a group of adults representing the finest aspects of our American way.

CAPT. HARVEY FADER, U.S.A.R.  
Merrick, N.Y.

### RETURN OF ELEGANCE

Sirs:

If there be a moral in this unmitigated Technicolor drivel, it is "stay away from designers" ("Return of Elegance," LIFE, Oct. 14). The great Frank Lloyd Wright christened them "inferior desecrators." This bastardized baroque would be as at odds with any decent piece of architecture today as a motorman's gloves with a tuxedo.

HAROLD A. HITE

Los Angeles, Calif.

Sirs:

I am far more interested in a sequel to this article in which you will display four ravenous diners attacking a juicy beefsteak with the customary utensils, seated around that "table suspended on gold chains."

ROBERT L. LEWIS

Skaneateles, N.Y.

● Designer McCluskey, who did the table as a showpiece, would add guy wires from table to floor before putting the table to hard use.—ED.

### INFLATION-DEFLATION

Sirs:

Thank you for the excellent editorial, "Inflation-Deflation," (LIFE, Oct. 14). No one could have described more aptly the situation confronting us, nor could better ways for its control be suggested.

JOHN THOMPSON

Pleasant City, Ohio

### PAY TELEVISION

Sirs:

Thanks for the sprightly informative article on pay TV ("First Customers for Pay Television," LIFE, Oct. 14). We should be grateful to the few network and station executives who must work against great odds to give us a dribble of worthwhile programs.

The minority of millions are gagging on present TV rations and are anxious and willing to pay extra for a change in the menu and the cooks.

MILTON A. NELSON

Provo, Utah

CONTINUED

Please send



to \_\_\_\_\_ name  
\_\_\_\_\_ address  
city \_\_\_\_\_ zone \_\_\_\_\_ state \_\_\_\_\_

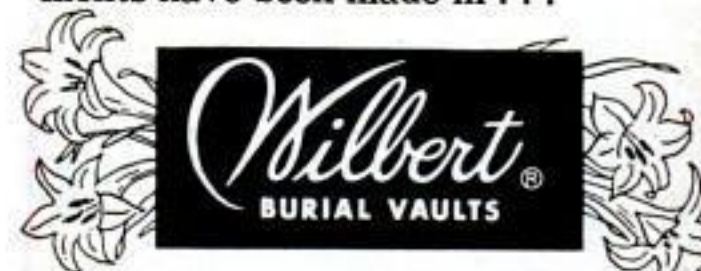
**ONE YEAR \$6.75** in continental U.S., Hawaii, Alaska, Puerto Rico, Virgin Is. (1 year at the single copy price would cost you \$13.00)

(Canada: 1 year \$7.25)

Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. L-3444



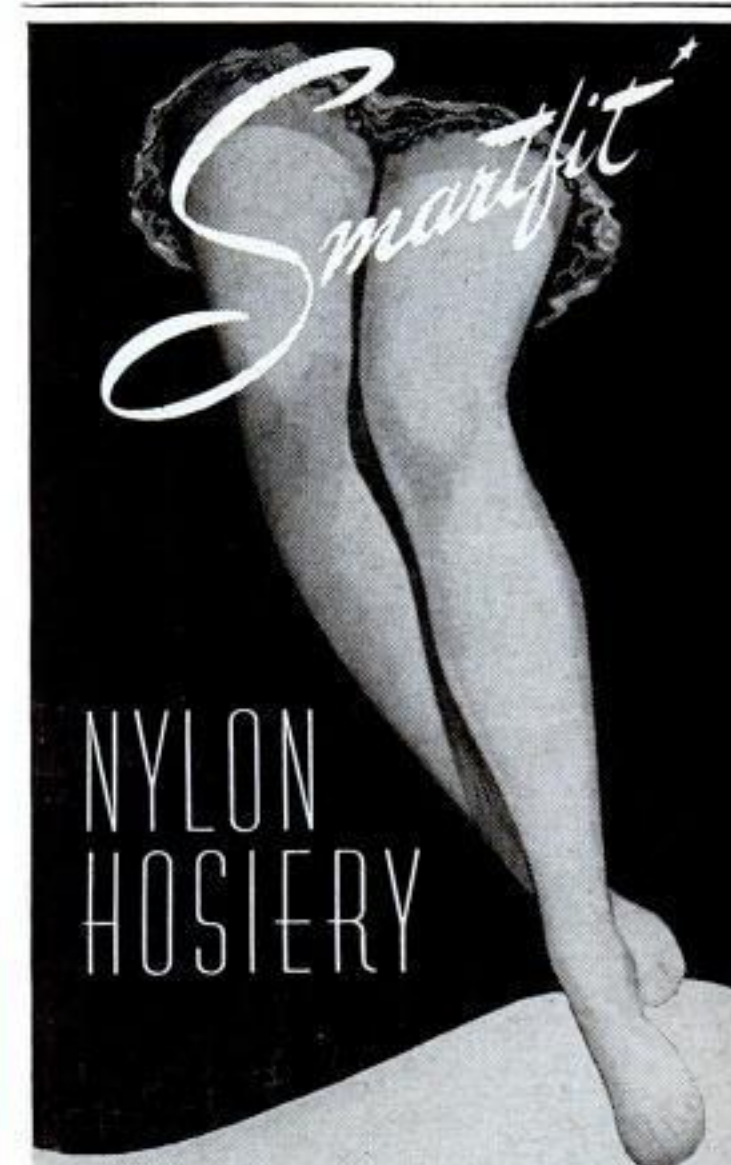
As a trustworthy citizen and good neighbor, your funeral director is professionally qualified to supply competent advice and counsel. For peace-of-mind protection you can rely on him when he recommends the WILBERT burial vault, made of thick, precast asphalt and reinforced concrete. Over 1 1/4 MILLION interments have been made in...



Write WILBERT, Box 147-L, Forest Park, Ill., for FREE booklet, "Facts Every Family Should Know..."

WILBERT—the foremost name in burial vaults

©Trade Mark Wilbert W. Haase Co.



So lovely, so perfect fitting, so sensibly priced! Each pair carefully inspected. Look for Smartfit at your favorite store.

\$1.35 to \$1.95

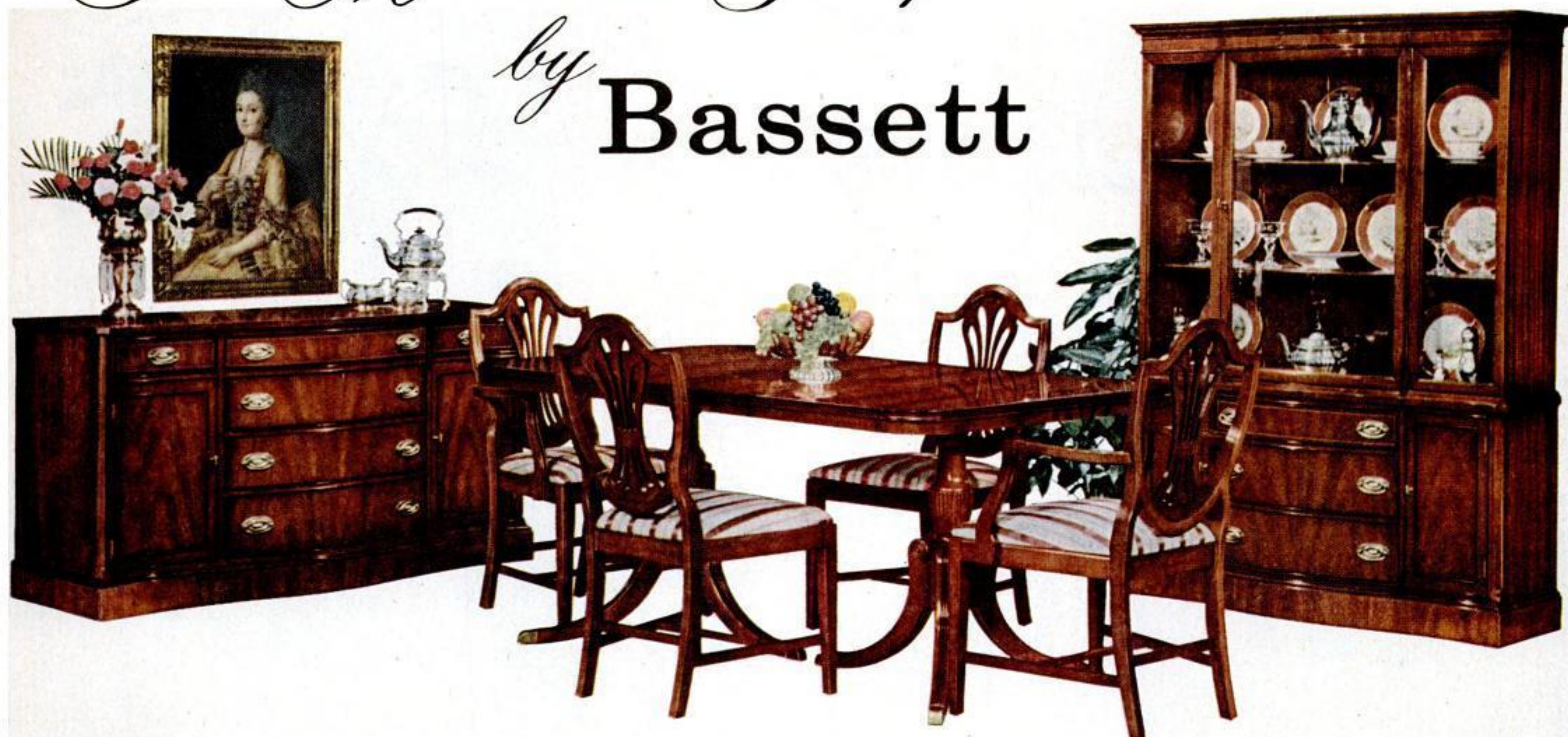
SIDNEY J. KREISS INC., Producers of

®SMARTFIT ®PICTURESQUE  
®HEART THROB ®DEBUTANTE  
®MAGIC STITCH ®ANKELURE

Empire State Building, New York 1, N. Y.



# The Monticello Group by Bassett



From America's rich past... furniture for now!  
Lovely... so easy to own!

Usher in the festive holidays ahead in a setting that speaks of America's traditional past—with Bassett's beautiful Monticello Group. Here's lovely furniture that revives memories of families like your own who made the richness and generosity of Thanksgiving and Christmas a part of their heritage.

Eleven major dining room pieces include four different dining tables and four chair styles. Among eleven bedroom pieces are four-poster beds and a delightfully feminine dressing table. In addition,

Monticello offers a varied group of Occasional Tables for your Living Room! All pieces made with carefully matched African Mahogany veneers in a glowing mahogany finish. Fifty-five years of furniture making stand behind this Bassett group. And its price makes it so easy to own.

The Monticello is being shown in furniture and department stores all over the country. See it now, or send 20c for an attractive set of booklets to Bassett Furniture Industries, Dept. M, Bassett, Va.

Over fifty Bassett modern, traditional, and provincial suites to choose from. Prices range from \$149 to \$399 for either bedroom or dining room suites.



Extensible Steelslides on dining tables—won't sag—open smooth and easy in any climate.



Hand-rubbed high-gloss Grand Rapids "Guardman" finish. Pittsburgh Plate Glass mirror.



Drawers center-guided to slide smoothly. Waxed interiors, dustproof construction.



Look in left-hand dresser or buffet drawer for Bassett seal—your guarantee of quality.



World's largest manufacturers of bedroom furniture

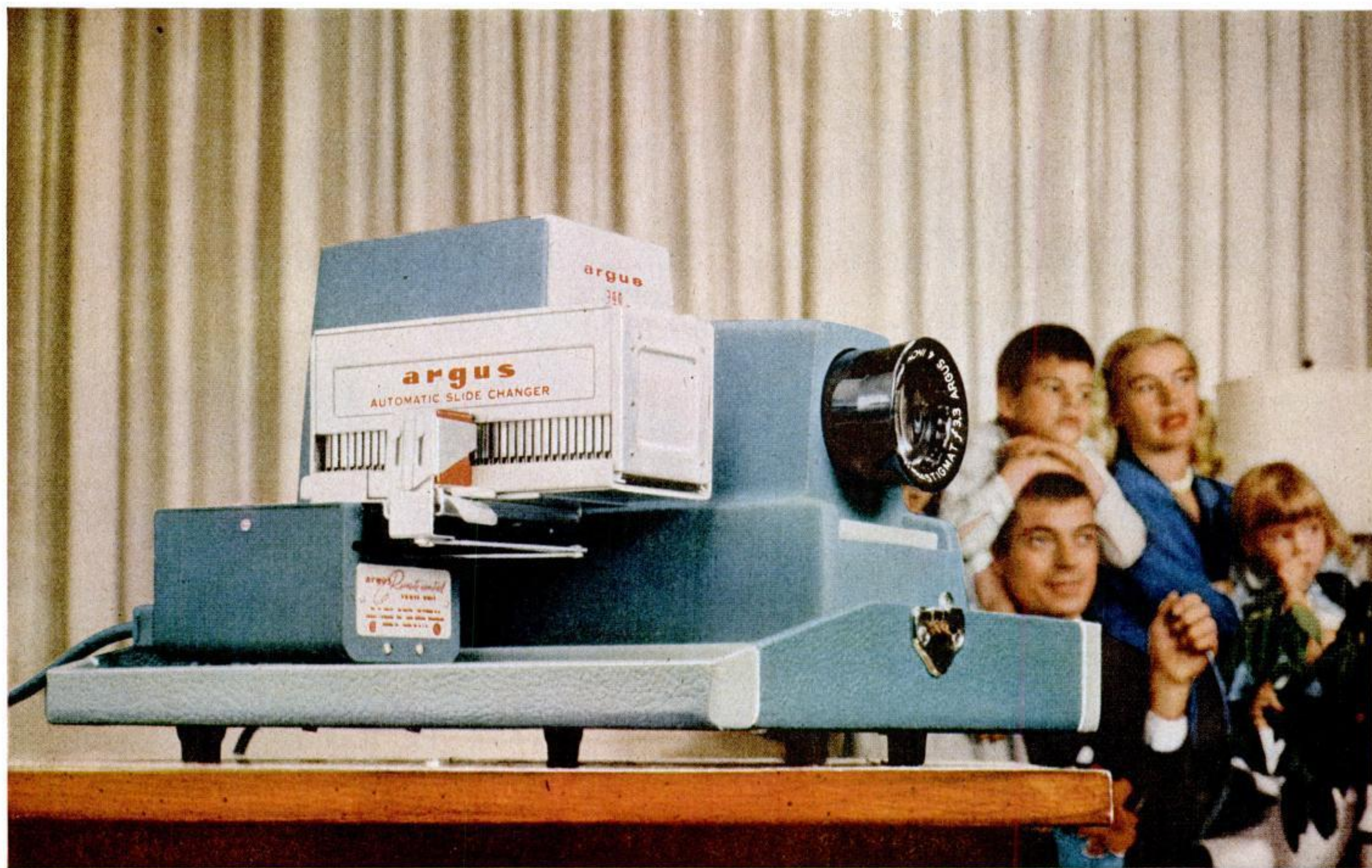
# Bassett



Bassett, Virginia



# sit back, relax, push a button



...that's how you show color slides with the new Argus Remote Control Projector

**only \$79<sup>50</sup>**

Most dealers offer budget terms  
... as little as \$7.95 down. Other  
Argus Projectors from \$39.50.

Just relax in your favorite easy chair or sofa . . . anywhere in the room . . . while you run a really professional color-slide show with this great new Argus Remote Control Projector.

You just press the button on the compact, hand-fitting control switch to *automatically* show, change and return your slides to their proper places

in the magazine—all ready for your next show.

This finest of all Argus projectors also offers you all these other features: an exclusive new light condenser system—to give you brighter, clearer pictures; a new wide-angle lens—to give you big, life-size pictures even in a small room.

In addition, there's a compact, 36-slide aluminum magazine—to protect slides from dirt and dog-eared; a powerful blower—to keep slides and projector cool during long showings; a handy Slide

Editor—to let you preview slides and arrange them in story-telling sequence.

**Remember:** for all their beauty, color slides cost so little—only pennies more than ordinary black-and-white snapshots. So don't miss the fun. See your Argus dealer soon. Let him prove how easy and inexpensive it is to *show* your slides—with this great new Argus Remote Control Projector.

Complete with carrying case, slide magazine and 15 ft. of control cord.

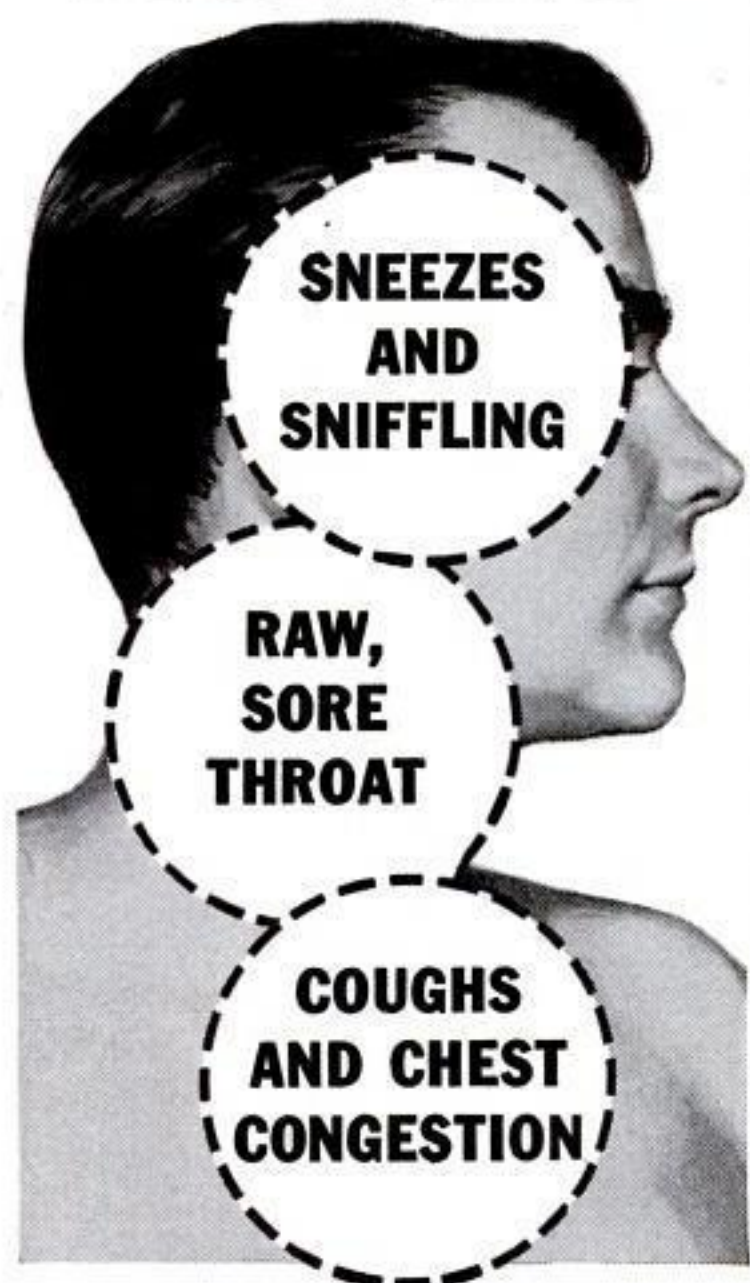
WORLD'S NO. 1 NAME IN COLOR-SLIDE PHOTOGRAPHY

**argus**®

ARGUS CAMERAS, ANN ARBOR, MICHIGAN. DIVISION OF SYLVANIA ELECTRIC PRODUCTS INC.



# STOP NEGLECTING 3 VIRUS COLD ZONES



**SUPER ANAHIST®** brings relief to 3 zones where aspirin-buffering compounds don't work

• Now, five doctor-prescribed wonder drugs are combined in the exclusive SUPER ANAHIST formula . . . that counteracts virus-released poisons in all 3 zones. So, SUPER ANAHIST does what aspirin-buffering compounds cannot do! Relieves sneezing, sniffing . . . soothes raw, sore throat . . . eases cough and breaks up chest-cold congestion . . . fast! And SUPER ANAHIST reduces fever, relieves that ache-all-over feeling, helps you resist cold's aftereffects. Get SUPER ANAHIST COLD TABLETS . . . throughout the U. S. and Canada.



**SUPER ANAHIST  
COLD TABLETS**

A Development of the Anahist Research Laboratories

## LETTERS TO THE EDITORS

CONTINUED

Sirs:

We also have certainly seen that a higher budget for a show does not insure us a better show.

When I have to start dropping coins in my TV set, it will go out with the trash.

JOHN J. COLLINS

Philadelphia, Pa.

Sirs:

As long as these ingenious engineers can scramble the video picture, wouldn't it be possible for some equally ingenious engineer to perfect some rather inexpensive gadget that would unscramble the picture?

RANDALL RUSKIN

New Rochelle, N.Y.

• It is possible but expensive. One company challenged a team of Navy experts who in wartime cracked German and Japanese codes to unscramble a picture. They could not within the limitations set by the company. Then the company put another team to work devising a cheater. The set cost \$10,000 to build and required two engineers to operate it.—ED.

### LIFE LETTERS

Sirs:

After seeing the long mustachios in "Speaking of Pictures" (LIFE, Sept. 23) and the follow-up shot of a Japanese with an even longer growth in the Letters (LIFE, Oct. 14) permit me to end the argument right here and now. True, the Japanese gentleman has his mustache curled about his ears, but even that could not touch my man, an Indian from Bombay. His 76-inch growth must be four times longer than the Japanese gentleman's.

WILLIAM W. WELSH

Detroit, Mich.



ENGLISH GROWTH



JAPANESE GROWTH



GROWTH FROM INDIA

### A SNARLING SUCCESS

Sirs:

What a morbid and disgusting play this *Look Back in Anger* must be ("A Snarling Success," LIFE, Oct. 14). I cannot conceive of any human being deliberately sitting down to pen such filthy words to put into the mouth of the young Englishman, Jimmy Porter, played by Kenneth Haigh. How any sane person could choose to spend an evening watching such antics and listening to such vitriolic verbiage against a mother-in-law is something that I cannot understand.

VIRGINIA WATSON REEVE

Toms River, N.J.

## DAZZLING DISCOVERY



## NEW..ALL NEW CUTEX

Brilliant as diamonds ✱ radiant as rubies  
this amazing NEW FORMULA that wears  
longest of any nail polish at any price!

Now! A "jewel-smooth" finish that completely resists chipping. Made with Enamelon, new Cutex is the longest wearing nail polish ever known!

New all-nylon brush applies smoothly, evenly. You get a perfect manicure in minutes.

Spillpruf protection! Exclusive Cutex bottle prevents spilling accidents.

Discover dazzling color clarity, all the newest fashion shades. It's the best at any price!

**CUTEX**  
World's Largest-Selling Manicure Aids.



334 and 194

FOR A MINUTE MIRACLE IN HAND BEAUTY—GET NEW CUTEX HAND CREAM!



# Allstate takes the red tape and high cost out of automobile insurance

*Customer savings of more than 20% are commonplace*

Founded by Sears,  
Allstate pioneered a new approach  
to insurance that has  
won nearly four million friends

You'll be a friend of Allstate's too, as soon as you become a customer—and realize the benefits you'll enjoy because of Allstate's new approach to auto insurance.

This approach, based on the big-volume, low-overhead, quality-for-less concept pioneered by Sears, boils down to this:

*Cut red tape in paying claims . . . print policies in large type and plain language . . . make it easy to buy insurance in a relaxed manner.*

#### How much can you save?

Allstate policyholders save different amounts, depending on different risk conditions and on the state where they live. The most common saving is 22% (some policyholders save as much as 38%) from rates charged by most other companies. You may save \$25 or more. In Texas, Allstate

charges standard rates, but has always paid a dividend (currently 15%) to eligible policyholders.



Allstate cuts red tape to pay claims faster.

#### How can Allstate do it?

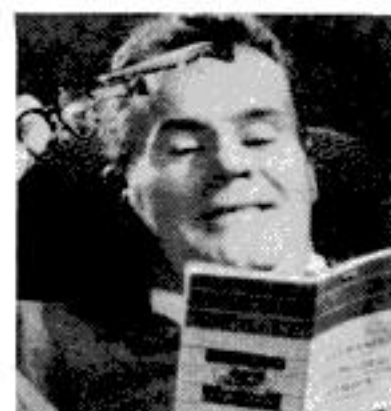
Nearly \$1 in every \$4 spent with most companies goes to pay selling costs instead of to buy protection. Allstate's modern selling methods cut selling costs to the bone. You benefit by lower rates, bigger value.

#### Cutting the red tape.

Allstate has more than 3,950 claims expeditors in the United States and Canada. Help is always as near as the nearest phone. And Allstate claims experts have

the authority to pay claims "on the spot" in many cases.

#### Easy-to-understand policies.



You don't need glasses to read an Allstate policy.

Printed in readable type, understandable language. Illustrated, too. You know exactly what you're buying.

You can buy Allstate Insurance over the counter at Sears, at an Allstate Insurance Center, or in your own home. Allstate Agents are listed in your phone book.



You can buy over the counter at Sears, at Allstate Insurance Centers, or in your own home.

Today, with auto insurance costs rising, wouldn't it be wise to compare values before you renew your policy? Until you have the Allstate facts, you don't have all the facts about auto insurance.

### This modern kind of automobile insurance brings these surprising benefits:

1. Allstate may save you up to 38%.
2. Allstate cuts red tape to pay claims faster.
3. An Allstate policy is easy to read and understand.
4. Allstate makes it easy for you to buy the convenient low-pressure way.



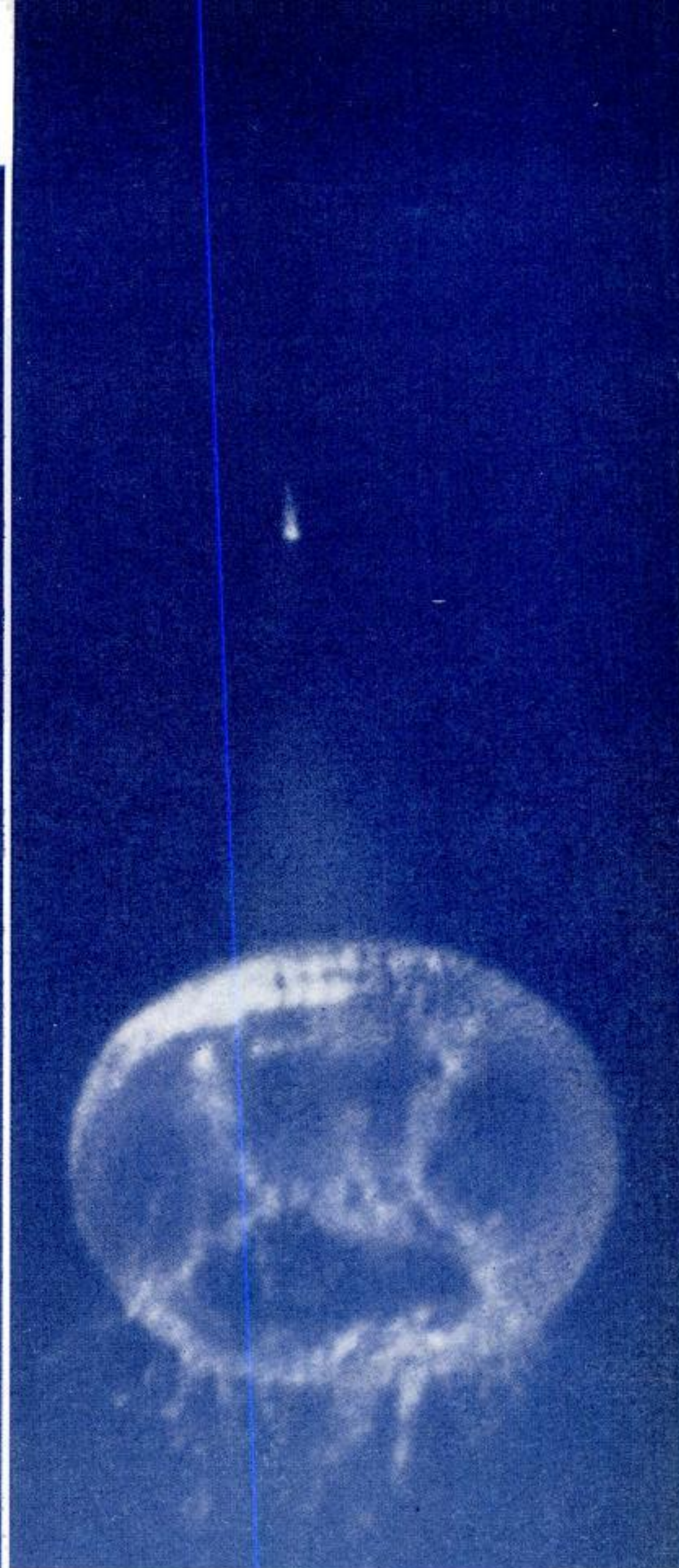
You're in good hands with

**ALLSTATE**  
INSURANCE COMPANY

AUTO • FIRE  
HOMEOWNERS  
PERSONAL THEFT  
FAMILY LIABILITY  
INSURANCE

Founded by Sears, with assets and liabilities distinct and separate from the parent, Sears, Roebuck and Co. Home Office: Skokie, Ill.





**FAR SIDE'S FIRING** takes place at 100,000 feet over Eniwetok. Rocket starts from bottom of balloon (far left), blasts upward inside plastic structure (white streak, center), then soars into space over balloon as sphere's skin starts to disintegrate from force of the rocket blast.

## BIG WEEK FOR PUSHING MISSILE BUTTONS

# U.S. TRIES HARD TO CATCH UP

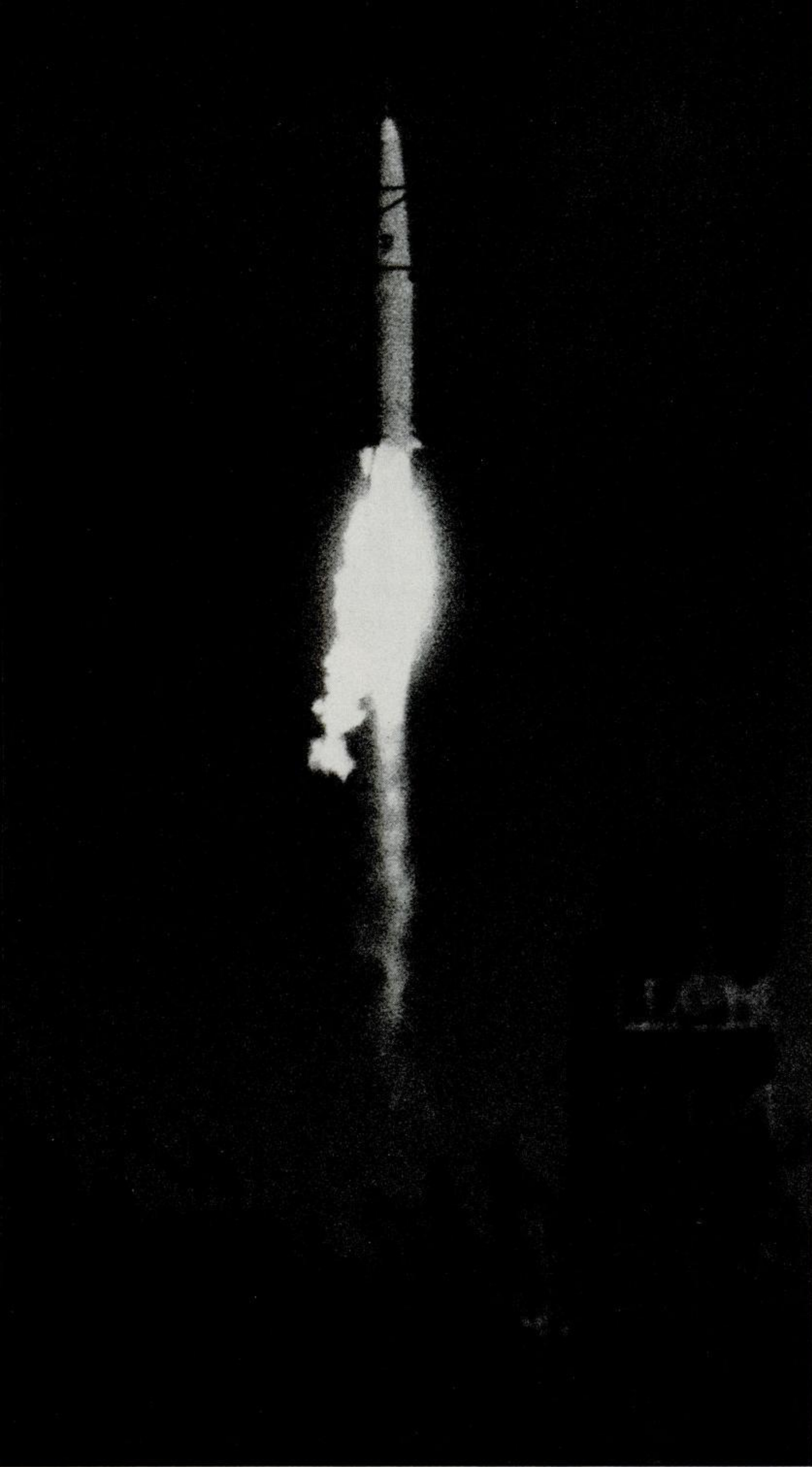
After three weeks of sputtering over Russia's Sputnik and the advanced technology which had made it possible (LIFE, Oct. 21), the U.S. put its own missile muscles on display with a vengeance last week. It fired the most missiles and rockets ever tested in one week, an impressive show of force-to-be which was backed up in Washington by Anglo-American diplomatic talks on the highest level.

The most spectacular U.S. technical achievement, which is depicted in official Air Force photographs above, took place high over the Pacific. Scientists on Eniwetok atoll succeeded in firing from a high-altitude balloon a rocket which reached the unprecedented altitude of 4,000 miles—3,420 miles higher than the Russian rocket which had launched Sputnik. Meanwhile in Florida teams of Army, Air Force and Navy missile-men were firing off into the Atlantic a total of seven rockets and missiles

in four days, including three of the U.S.'s most important pieces of hardware (next two pages).

As the missiles soared, the temporarily shaken confidence of Americans in their own military tools and scientific capabilities rose a few notches, too. In Washington, President Eisenhower and Prime Minister Macmillan (pp. 34-35) sought a formula to pool the military and scientific resources of the U.S. and Britain to strengthen their common defense. But if the news from Washington, Florida and Eniwetok was reassuring, it did not buy back the squandered time which let the Russians get ahead in the weapons of the future. Nor did it alter the fact that the U.S. must reconsider its own weapons setup, particularly the unwieldy administration of its missile program (pp. 30-33), if it is to match the Soviets in the race for space and the military supremacy which goes with it.

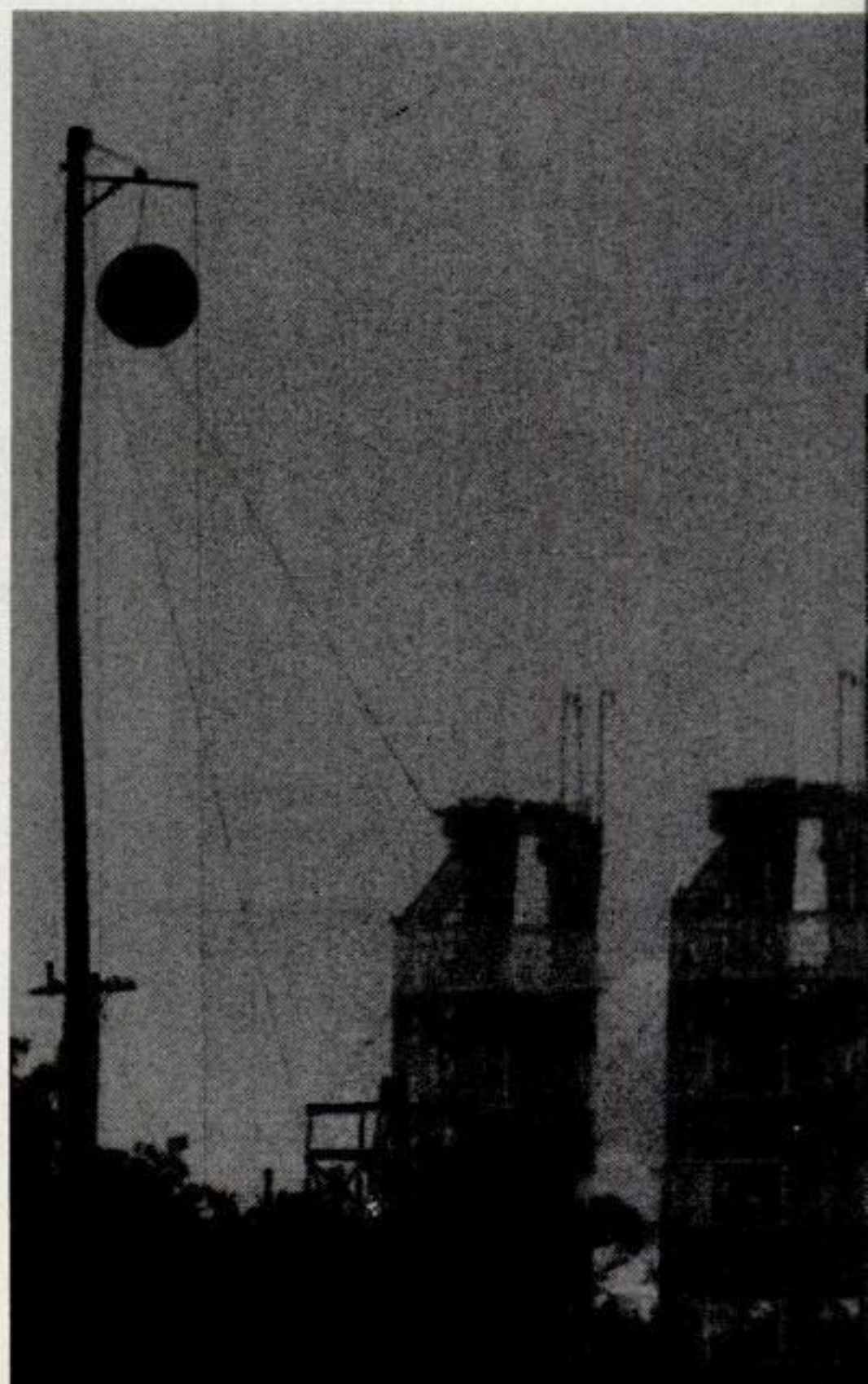
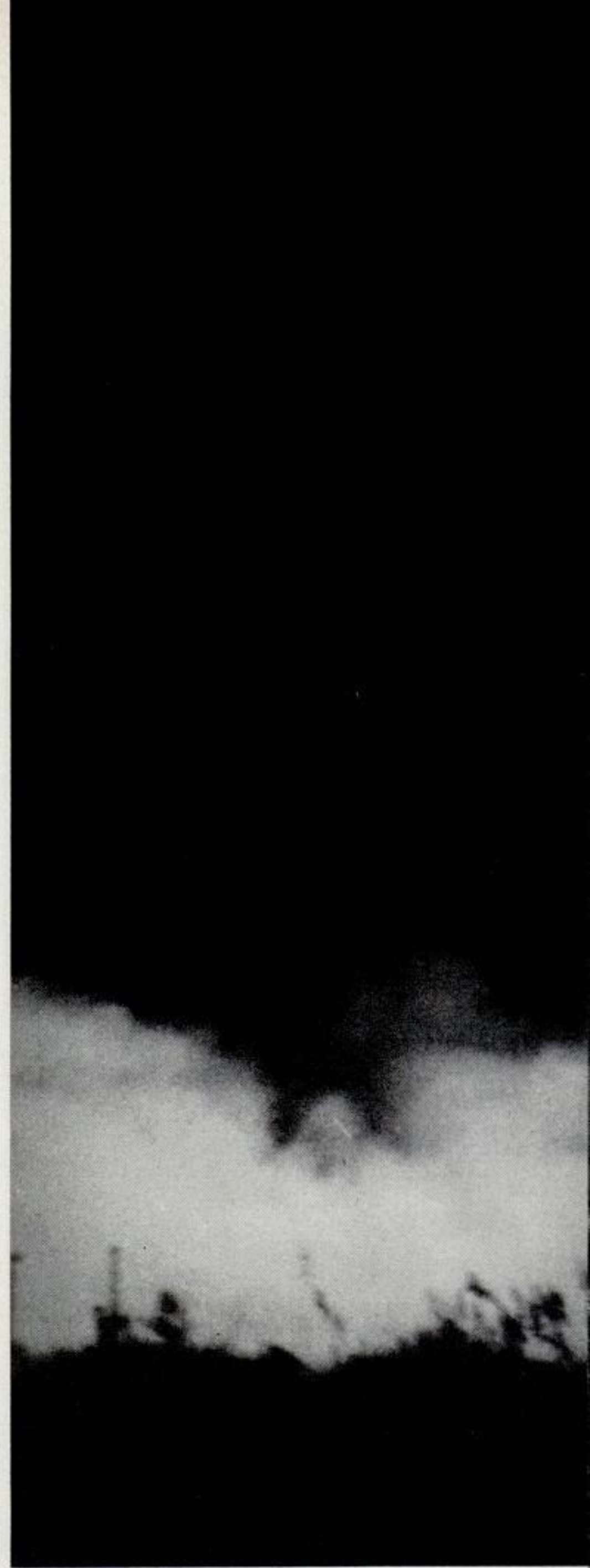




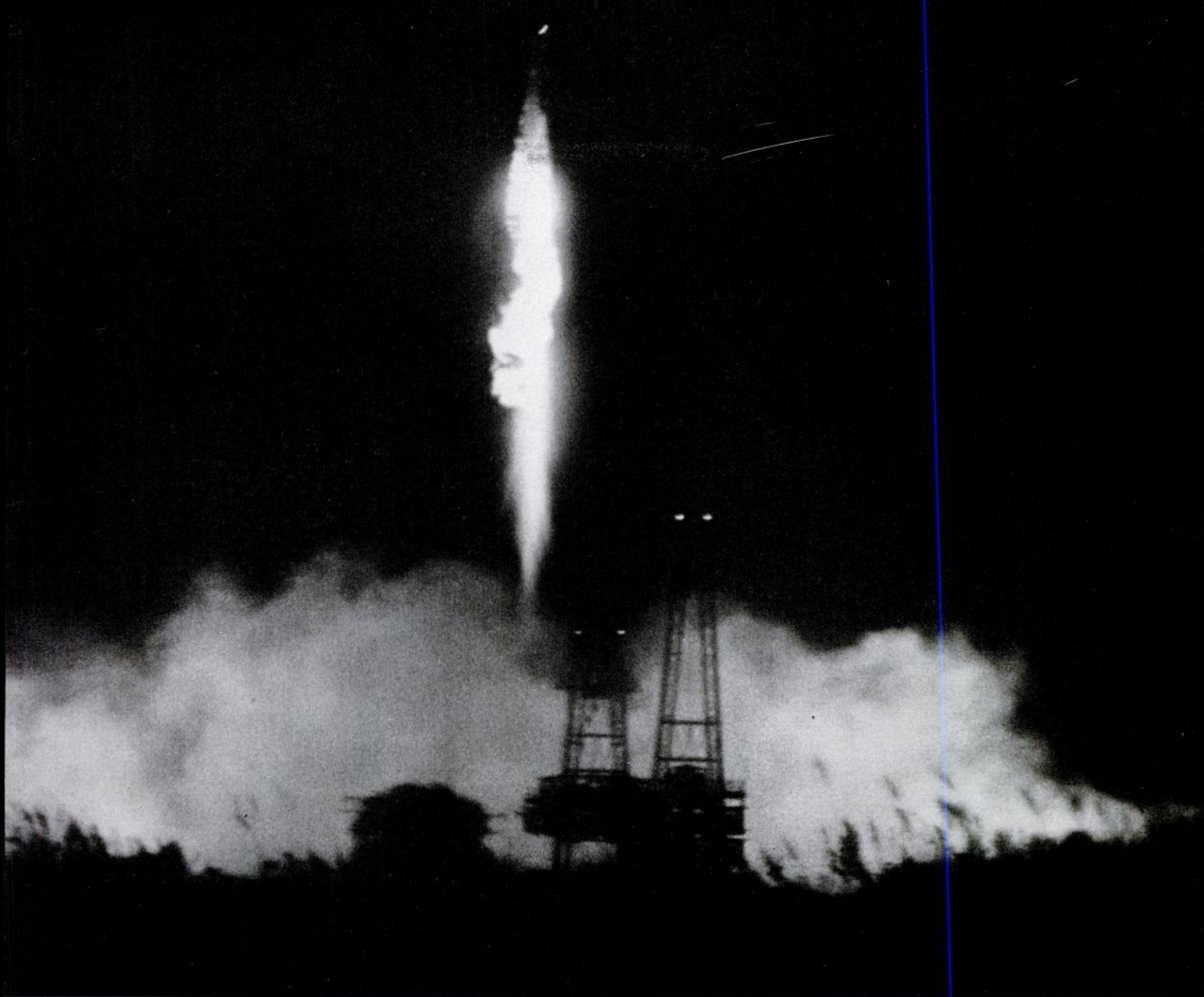
## THOR GOES UP

The Air Force's Intermediate Range Ballistic Missile (IRBM), which had been successfully fired twice before out of five tries, soars upward

from its Cape Canaveral launching pad. It traveled on course, went more than 2,000 miles out over the 5,000-mile Atlantic test range.

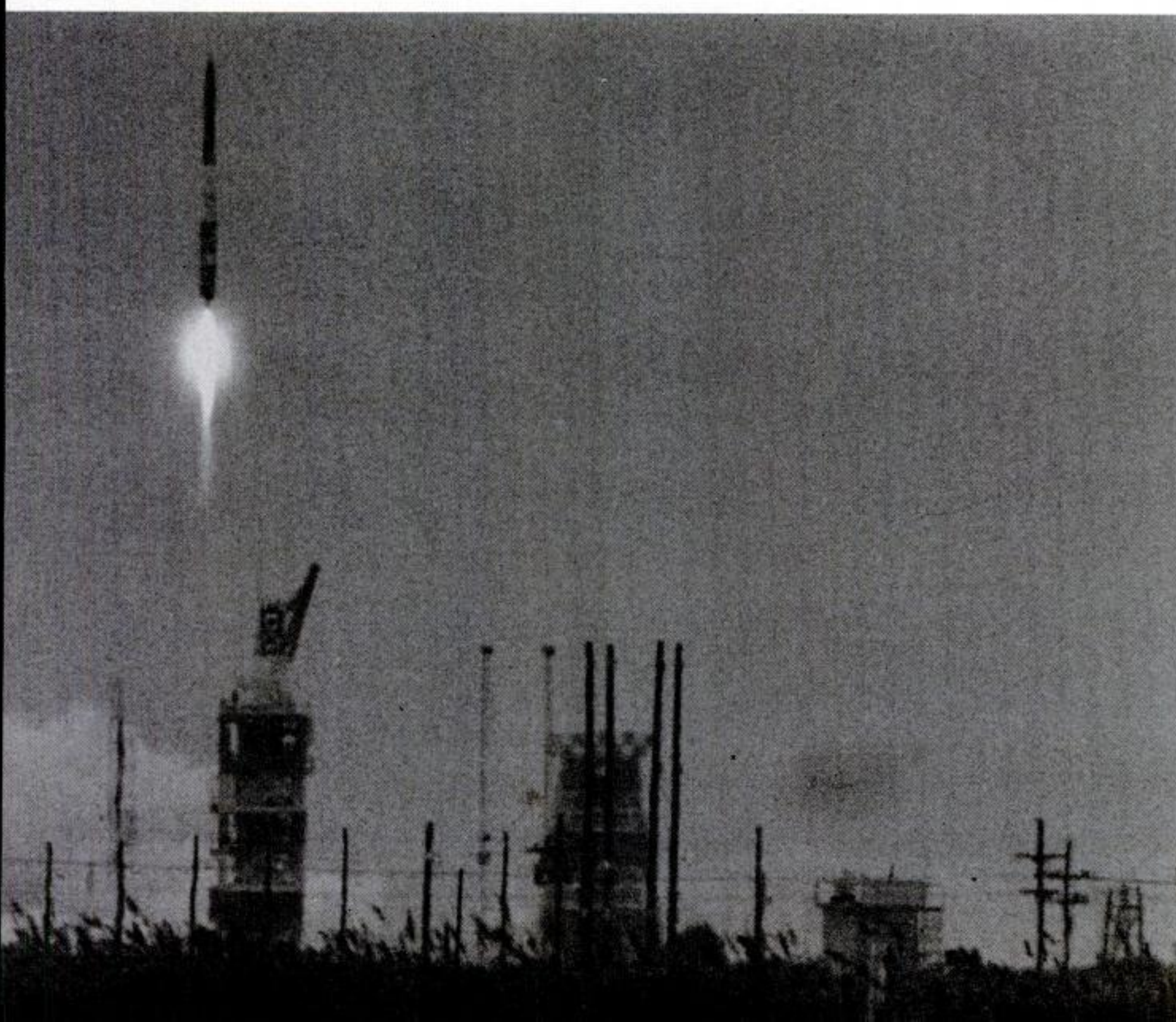






## JUPITER GOES UP

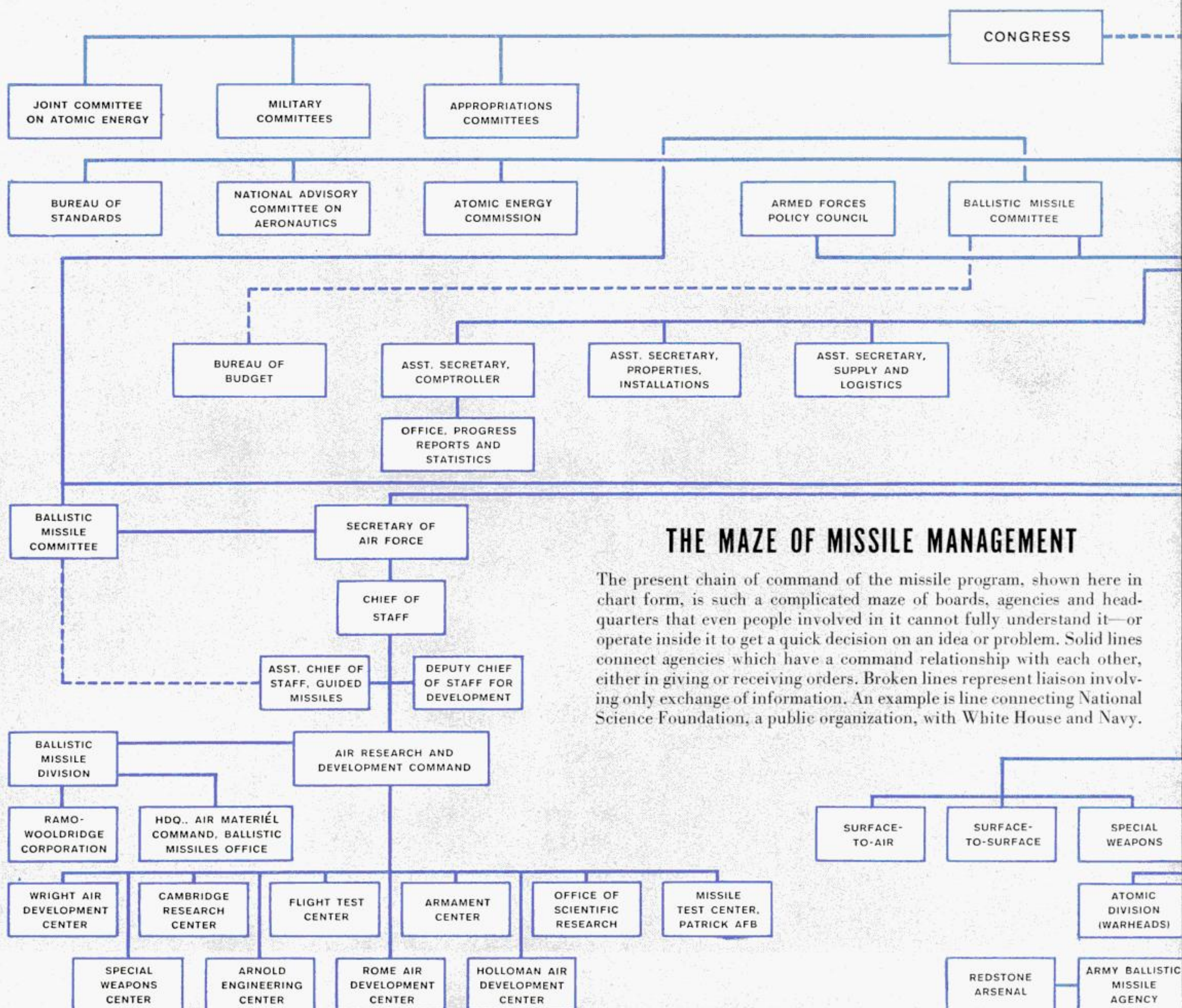
The Army's IRBM (*above*), previously fired successfully twice out of four tries, made the brightest flash of all last week's missiles. Here, as it rises rapidly into clouds, its launching area is covered with cloud of smoke from missile engine exhaust. It traveled 1,200 miles.



## VANGUARD GOES UP

As a red ball (*left*) signals boats to keep away, the rocket which will propel the U.S. satellite into its orbit undergoes its first test flight. Only the first stage was fired, but dummies of second and third stages went along for the ride which went 109 miles high at 4,240 mph.





## BUT WE ARE STILL LAGGING: REASONS



GARDNER

Although the recent tests make a powerful whoosh, there is no denying that we failed to keep up with the Russians and that we must take drastic steps to catch and surpass them. Trevor Gardner, author of this article, was for three years in charge of the Air Force's research and development, including missiles. He resigned his post as assistant secretary on Feb. 8, 1956 and later sharply criticized the missile program before a Senate committee. Since then he has served as president and chairman of the Hycon Manufacturing Co., a leading supplier of electromechanical and electronics systems. He is also a director of Hycon Eastern, Inc., an organization of scientists which has done advisory work on the ICBM.

**W**E have been running second best in the race with Russia for ballistic missiles because (1) we have refused to admit that national security is more important than balancing the budget, and (2) former Secretary of Defense Charles Wilson and Deputy Secretary Donald Quarles permitted the continuance of a hopeless administrative jungle (see the chart above). This has strangled scientific thinking and performance. We have suffered a temporary defeat not because of the inadequacy of our scientists but because of the incredible ineptness with which we have managed our scientific resources.

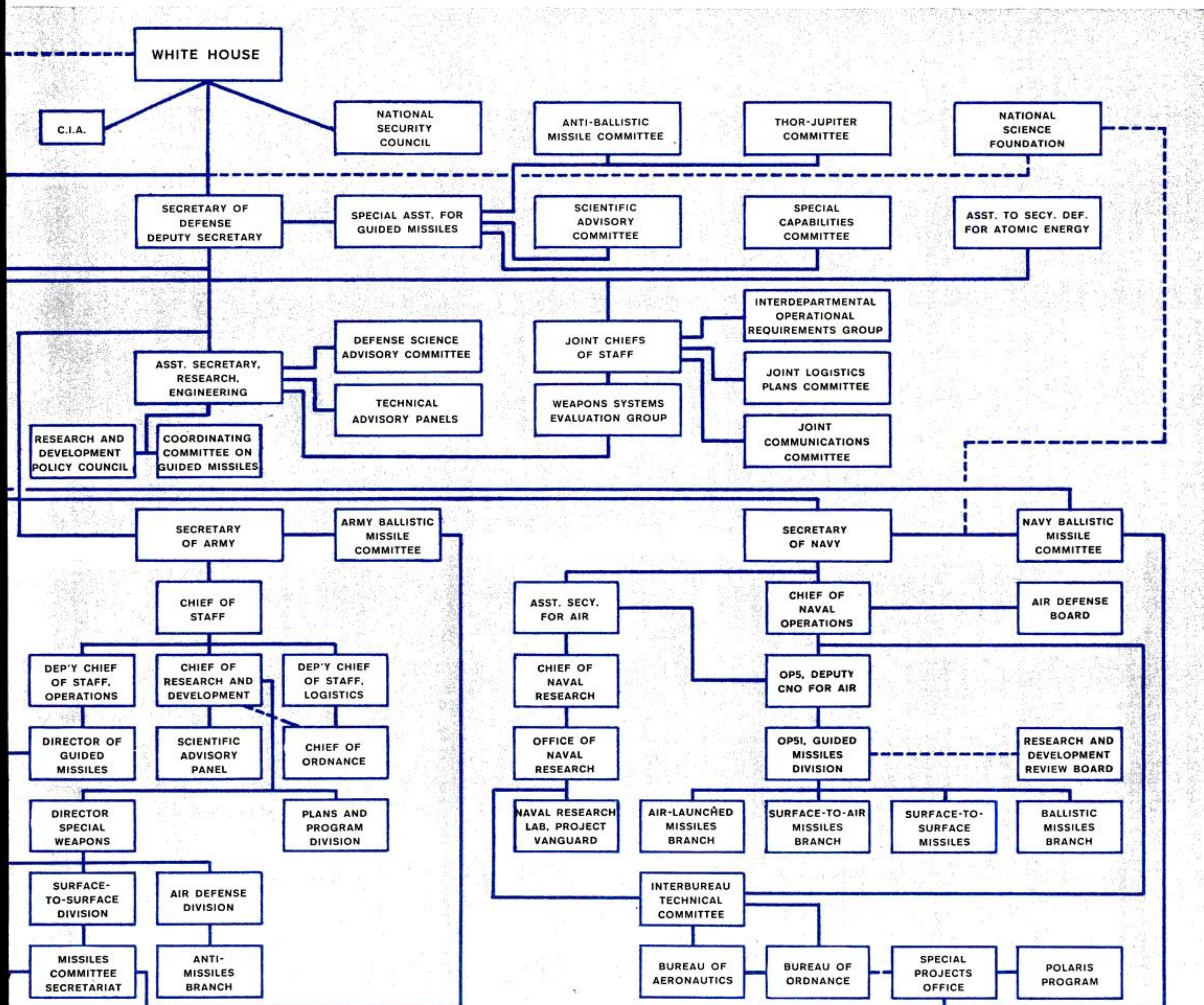
By the use of large injections of sedation, the American public was lulled into the happy dream that all was well with our American scientific and military effort and that there was no reason to fear that Russia could really ever overtake us. For those who prefer dreaming,

the sedatives are again ready and available. We can all count upon an avalanche of science fiction stories, photos, releases, speeches, press conferences, diagrams, new releases and predictions—all designed to create the comforting illusion of American scientific and military supremacy. The formerly tight lid of censorship on ballistic missile firings has already been removed and series on series of quickly generated progress announcements by newly minted "missiles experts" are being rushed to the press.

But what we really need is flying hardware doing our bidding in outer space. Sooner, not later. In the final analysis a beleaguered Administration cannot change unhappy facts with happy words. Clear and concise action, taken with a minimum of delay, is the only answer.

For those who prefer staying awake to dreaming it will be useful to know how our country





# WHY, WHAT WE CAN DO ABOUT IT

by TREVOR GARDNER

was trapped into the present situation and how we can get out of it.

Mr. Wilson and Mr. Quarles unquestionably served their private employers in American industry well and faithfully. But when they arrived in Washington, they were lacking in the imagination, the skill and the daring to lead American science and scientists to victory over the Russians. If, when in private business, they had allowed Russian telephones and automobiles to invade their markets, they would have been fired. It is hard to believe that President Eisenhower was ignorant of missile progress within the U.S.S.R. and of the stupendous and daring nature of the Soviet programs. It is equally inconceivable for him to have been unaware that our own ballistic missile program was being "managed" into intolerable delays by a dinosaur of an administrative system.

The most casual look at the chart showing the anatomy of this huge and inefficient administrative creature provides proof of its unsoundness. It has three operational heads—the Army, the Navy and the Air Force—each in ferocious competition with the other two. It has innumerable layers of supervisory fat suffocating its vital organs. Each of its legs moves in an independent and often contrary direction. It is subject to constant harassment and prodding from surrounding tribes of committees, fiscal advisers, budget makers, consultants, management experts, publicists, part-time scientific advisers and thousands of eager government servants, each one of whom would like to get honorable mention in future histories of our missile program.

How did this administrative monster ever get created in the first place?

The main answer is that the program has

never had a powerful full-time boss. The nearest approximation to such a boss is the Secretary of Defense, but he can give only a small fraction of his time to this program. He is "assisted" by a "special assistant" for missiles, but in the last year and a half two men have served in this capacity. Neither of them has ever had the time to learn what the missile business is all about. Moreover, even if the present appointee were given time to learn the score, it would not solve the problem because he simply does not have the authority to make final decisions about men, money or proposals. As a "coordinator," he can only "recommend" action. At the moment these recommendations are being made to a newly appointed Secretary of Defense, who has just graduated from the soap industry and who must unhappily rely upon this sort of inexpert guidance.

By default the actual authority for making





**MISSILE THAT HASN'T WORKED YET**, the intercontinental Atlas starts a mystery-shrouded trip from Convair plant in San Diego to Cape Canaveral, Fla.

testing station, 2,570 miles away. Armed airmen in station wagon guard missile, which is far too big for a flat car. Two previous Atlas missiles failed in tests.

## Missiles CONTINUED

decisions in the missiles program is now exercised by a series of committees. They are composed of part-time deputies representing bosses who are so busy with other matters that they are forced to delegate their missile committee responsibilities. It is not surprising that part-time committees, functioning without a final boss, have failed to produce either clean-cut or farseeing decisions. Nor is it any cause for wonder that good scientists are not fully productive under this kind of leadership.

When a management or scientific decision does manage to escape out of this Pentagon-shaped jungle and into a laboratory, it is immediately beset by all the controls, priorities, rules and regulations that the most cautious of managers on the next levels can invent. Perhaps the most insidious result of the present system is that in addition to the vast number of committees shown on the chart, there are multitudes of subsidiary military and civilian employees, many of whom are intent on inventing some kind of a foothold for themselves in this dramatic, sure-to-grow area of government expenditure.

Everybody, to use the Pentagon term, has a "shop." For example, the "shop" of the Secretary of Defense consists of 2,400 people. The "shop" of the Joint Chiefs of Staff consists of 500 people. The "shop" of each civilian service secretary is composed of between 400 and 750 people. The "shops" of the military heads of the services, who shuffle the pieces of paper

generated by the "shops" mentioned above, are also bewilderingly large. The Chief of Staff of the Air Force has 8,000, and the Chief of Naval Operations and Chief of Staff of the Army have similar legions in their "shops."

All major decisions affecting funds, priorities, facilities and personnel must be made by the various special members within these "shops" in succession.

So it is then that problems, questions, requests for support, pleas for emergency action, demands for special assistance, petitions for new facilities and prayers for the resolution of interservice rivalries go their way from "shop" to "shop" and back again with the loss of priceless time and with the needless addition of glacial quantities of confusion.

What our program clearly needed two years ago and what it needs even more critically today is:

**FIRST:** the many congressional committees presently involved should be replaced by one Joint Committee of the House and Senate to address itself to the problems of ballistic missiles and of space technology. This committee should function in the same fashion as the Joint Committee on Atomic Energy. It should recommend to the Congress levels of budgetary support for missiles and associated activities. It should be informed by its own Scientific Advisory Board, composed of eminent and independent scientists completely divorced from operating responsibilities in the missile program. The Joint Committee should monitor the progress of the Defense Department and should

be the congressional reference point for all legislative questions arising out of this new era of ballistic missiles.

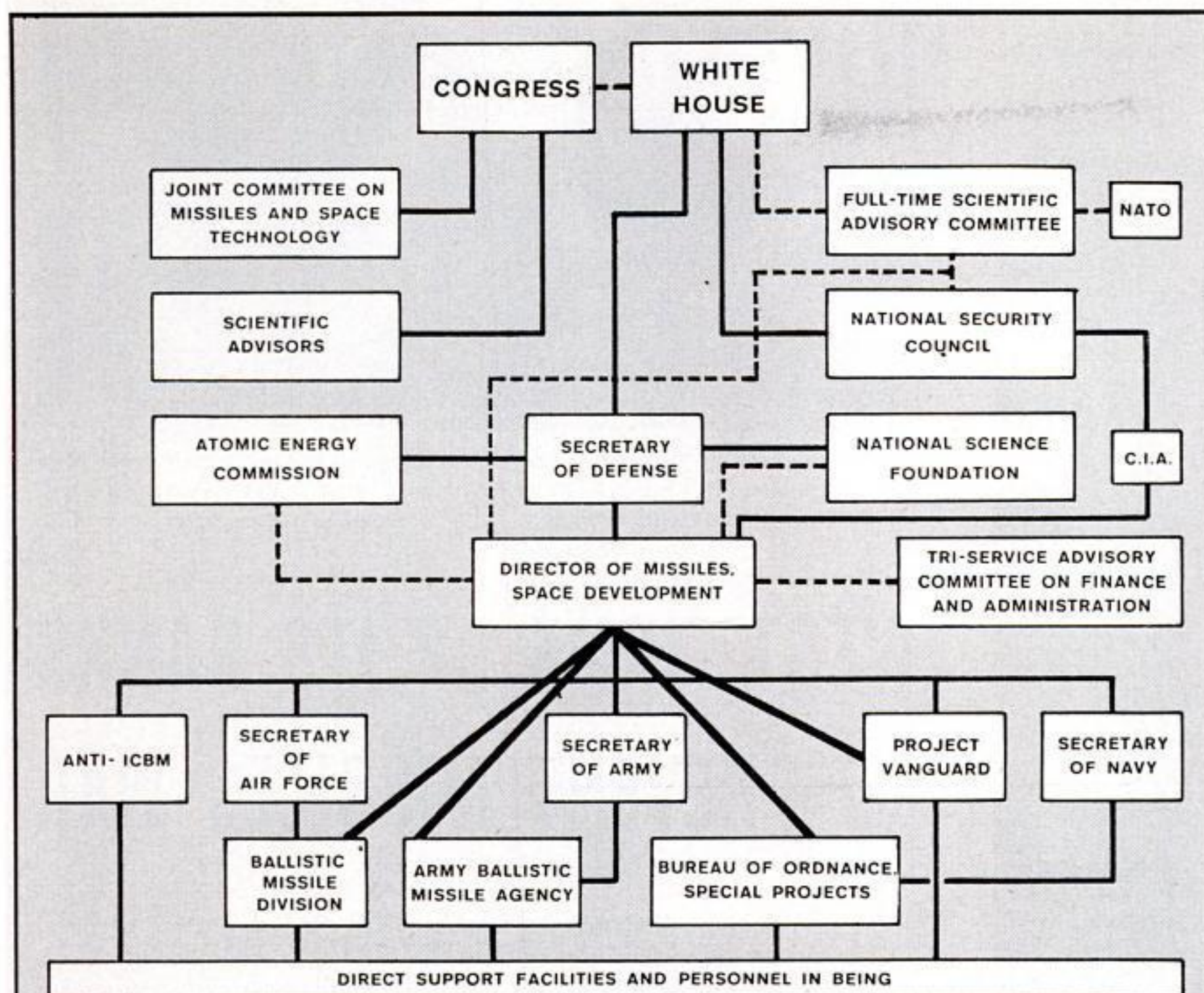
**SECOND:** the missile program must be reorganized (*see chart p. 33*) to achieve the greatest progress with the least waste of time. We need a single Director of Missiles and Space Development, functioning at the highest levels of the Defense Department. His streamlined machine, created by integrating segments of existing organizations, should have the same effective priorities and the same sense of urgency that characterized the Manhattan Project, which produced the atom bomb.

The greatest value to be gained by this



**TOP MISSILE MAN** in the Defense Department is Special Assistant William Holaday (*center, showing Vanguard model to aides*). He helps coordinate program but lacks authority to make major decisions.





## GARDNER'S PLAN FOR STREAMLINED COMMAND

To replace the administrative jungle shown in chart on pages 30, 31, Trevor Gardner suggests this streamlined organization. It makes use of existing facilities but reshuffles and reduces them into a more efficient pattern. A director of missiles and space development, responsible to the Secretary of Defense and White House and running a

centralized command similar to Manhattan Project, would have direct control over missile production in all three services, plus the Vanguard program. These agencies, like the Navy's special ordnance projects office, report to director (*heavy lines*), who could not be overruled by services. Lighter lines show command links, broken lines liaison.

proposed reorganization is that one man, the director, would have full authority and responsibility. To work with the director and also to advise on the highest levels of government, up to and including the White House, there should be a Scientific Advisory Committee of full-time scientists, replacing the many part-time scientific committees now in existence. This board should consist of six or eight of the nation's finest scientists, each an acknowledged leader in his field. These scientists would devote their exclusive efforts to the program, not just for a year but for whatever period of years we might require to win the missile race.

The director and his organization would be charged, first and foremost, with the responsibility of winning the ballistic missile race with the Russians. Their mission would be to regain the lead we have temporarily lost. Specifically, this organization should be charged with drastically cutting our present time schedule for producing operational quantities of ballistic missiles and launching bases.

The new organization might quickly recommend to the President the immediate construction of IRBM bases in the NATO countries. It might also promptly recommend that a major educational institution—an Outer-Space Center—for ballistic missile and space technology be permanently established to recruit and develop new scientific talent.

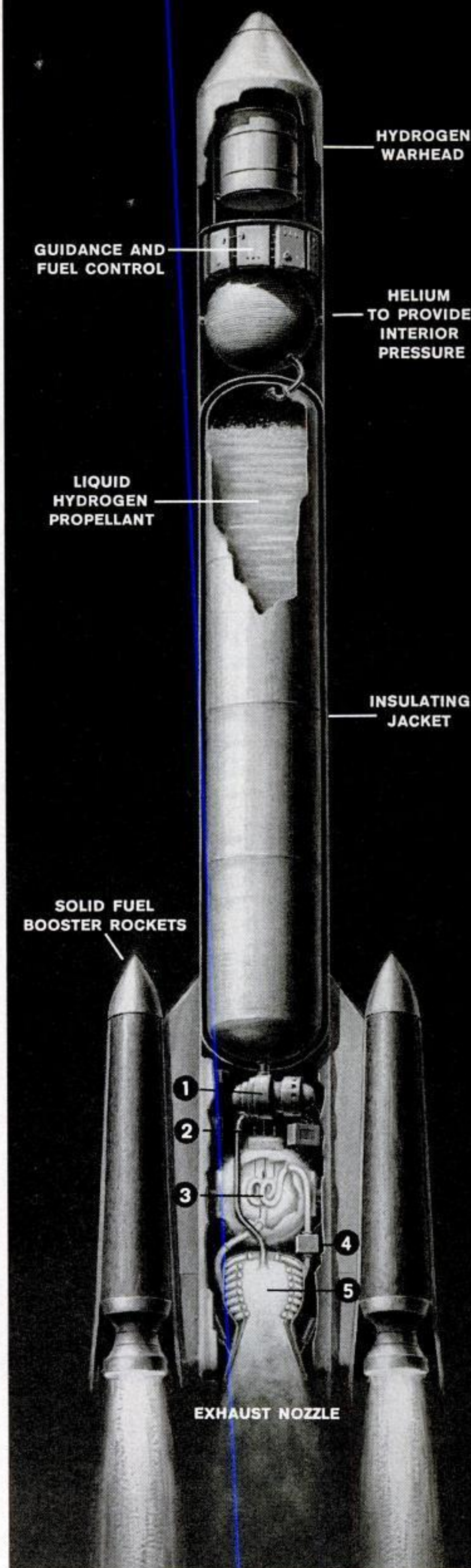
It is clear that an organization of this type must have vast powers normally exercised only in a national emergency. It must also have both

the freedom and flexibility to authorize large technical risks as a necessary way of buying back the time we have already lost.

The choice of key personnel for this streamlined ballistic missile organization is perhaps even more important than the concept of the organization itself. The director and his deputy must have unusual qualifications. They must be recruited for a term of not less than four years. They must be more than merely well-intentioned, dedicated and available citizens who voted the right way in the last election. They must be at their physical and intellectual prime, professionally recognized, seasoned in solving difficult and complex technical-military-management problems. They must be mature in their political understanding and knowledgeable in the missile art. Their stature must be great enough to attract the finest scientists and technicians.

Exacting though these requirements are, I know of at least 10 candidates in the highest ranks of industry, science, government and the military who, in my opinion, would be suitable and available if properly approached by the President and Congress. I am sure there are others.

We can tolerate no further delays. We must abandon our dangerous habit of consistently underestimating the progress and quality of science in the U.S.S.R. In the face of known Soviet progress in missiles, in space technology, in aerodynamics, in nuclear and thermonuclear science, we cannot afford to scorn the unmistakable warnings that Russia has given us.



**WHAT WE AREN'T DOING**—a nuclear-powered missile, on AEC's project list, has been delayed because Bureau of Budget withheld \$18 million appropriated by Congress. In artist's drawing initial push comes from chemically fueled booster rockets which drop off after the fuel burns out. Fission reactor 3 starts operating when control rods 2 are withdrawn by remote control. Sodium sent through the reactor pipes by magnetic pump 4 heats vaporizing chamber 5 to 3,000° C. Liquid hydrogen is drawn by a centrifugal pump 1 into vaporizing chamber. Heated and enormously expanded, it blasts out to provide propulsion. As the liquid leaves the tank, helium moves in to maintain pressure. As missile nears target, everything below hydrogen warhead drops off, leaving it to complete mission alone.





**FUTURE LAUNCHING SITE** is being built behind Maj. Gen. Bernard Schriever, head of Air Force ballistic missile program, at Cooke Air Force Base, Calif. Massive concrete, steel ICBM launching structure is built for training crews.



**HISTORIC MEETING** in the White House brought together British Prime Minister Macmillan, Mr. Eisenhower and Paul-Henri Spaak, NATO secretary-general. Behind them stand British Foreign Secretary Selwyn Lloyd and Secretary Dulles.

## WEST FIRMS UP ITS RANKS TO PREVENT MISSILES WAR

It was up to the scientists, test-firing the missiles they now had and pressing on to develop more, to meet the military challenge. But it was up to the responsible politicians of the West to discover diplomatic ways and means to meet the strategic challenge of Communist imperialism—and also to keep any of these missiles from ever having to be used. For three urgent days last week the leaders of the U.S. and the U.K. conferred in Washington. Because of the added presence of Belgium's Paul-Henri Spaak, NATO secretary-general, the Eisenhower-Macmillan communiqué had profound implications (*see Editorial*).

It was a portentous declaration—a sweeping proposal for a new kind of unity that would embrace not only the two great powers but all the nations of the free world. As a first step, the communiqué said, the "moral, intellectual and material strength" of Britain and America should be used cooperatively against Communist aggression. Specifically this looked to a combined program of military development. Had this been instituted a few years ago it would, for instance, have been unnecessary for Britain to spend money building an H-bomb the U.S. already had. Together the two nations have a force of 100,000 military scientists. The British have much to contribute to such a pool: they invented radar and the proximity fuse, have led the U.S. in engine development and are thought to lead in harnessing thermonuclear energy. Such collaboration, long desired by scientists in both countries, has been thwarted by the U.S. Atomic Energy (McMahon) Act which prohibits sharing nuclear weapons data. This act President Eisenhower now will ask Congress to amend.

But the Eisenhower-Macmillan declaration went far beyond the proposed scientific cooperation. It called for members of the present Western alliances—NATO, SEATO, the Baghdad Pact—to join in a kind of superalliance. All of these nations would have the protection of nuclear weapons in being and later to be developed by Britain and America. How this would operate had yet to be decided, but Spaak was urging Macmillan and Eisenhower to attend the December NATO meeting in Paris to work out the new concept of unity. It seemed likely that both would do so.



**NEW DEFENSE CHIEF** Neil McElroy (*center*) and Navy Secretary Gates talk with officer after ride in *Seawolf* (*rear*), one of five U.S. atomic submarines.



**ATOMIC COUNTERPARTS.** Chairman Lewis L. Strauss of AEC and Britain's Sir Edwin Plowden, will head the study of coordination in nuclear field.



**MISSILE COORDINATORS,** heading study, will be Sir Richard Powell of Britain's Defense Ministry, Donald Quarles of the U.S. Defense Department.







# A LOOK AT THE WORLD'S WEEK



## THE ZHUKOV PUZZLE

When Russia's defense minister, Zhukov, was wooing the Yugoslavs this month (*above*), his stock never looked higher. But last Saturday Moscow announced his replacement by Marshal Malinovsky, leaving outsiders to wonder whether he was jobless—or getting promoted.



## ATTORNEY GENERAL

Appointed to succeed retiring Attorney General Herbert Brownell was his deputy, William Rogers, 44, here shown with Mrs. Rogers and sons Tony, 17, Jeffrey, 13, and Douglas, 11.



## SUBJECT OF OLD GROANER'S NEW LOVE SONG

The No. 1 girl on Bing Crosby's personal hit parade was signed up for a long run last week when Actress Kathy Grant, 23, and the 53-year-old crooner flew secretly to Las Vegas,

were married there by a Catholic priest and then exchanged affectionate busses. They met in 1953, the year Crosby, who likes home life, predicted he would be wed within five years.





### 'EXECUTION' SCENE FOR 'THE EXECUTIONER'

"I'm legit now, and I'm going to die in bed," said Albert "The Executioner" Anastasia, whose Murder Inc. mob bumped off more than 60 rival racketeers during the '30s. But last week his corpse lay sprawled in a Manhattan

barbershop after one of the most efficient public killings since prohibition. Anastasia, who had beaten five homicide raps, was having his hair cut when two masked gunmen walked in, fired 10 shots, five of which hit him, and fled.



### PRESIDENT OF HAITI

In Haiti 10 months of rule by the military junta that had ousted former President Paul Magloire finally ended. François Duvalier, a physician, sat in a high-backed chair (*above, right*) for the inauguration services which followed his election as Haiti's president four weeks earlier.

### HOFFA'S HARRIERS

Thirteen brave New York area rank-and-file Teamsters, who had unsuccessfully fought for a court order barring Jimmy Hoffa's election as union head, last week got some action—an injunction barring him from taking office. Meanwhile the A.F.L.-C.I.O. suspended the union.



### RARE LIGHTNING ROD

A Navy depth charge in Chesapeake Bay produced a rare phenomenon. The geyser became a temporary lightning rod as it rose, drew bolts which leaped from the overcast and struck it.





**FULMINATING RUSSIAN**, Andrei Gromyko says Turkey, U.S. have "detailed" plans to attack Syria.



**DANGER ZONE** is Turkey's Gaziantep region in which Syria says Turkey is massing its troops for an

attack. Railroad (smoke at left) links Turkey and Syria. Road parallels border (off picture to right).

## IRRESPONSIBLE ALLY OF A RECKLESS PEOPLE

*The Turkish-Syrian crisis again boiled over onto the floor of the U.N. General Assembly last week with new Russian threats against Turkey and the U.S. Meanwhile Saudi Arabia's King Saud offered to mediate the quarrel. Turkey accepted; Syria stalled. Here the dangerous element in the crisis—Russian power politics—is analyzed by TIME-LIFE's chief Middle East correspondent.*

BEIRUT

**T**HE Syrian issue is largely an artificial—and a terrifyingly dangerous—creation of the Kremlin. In its broad outline, the situation in Syria today is similar to the one in Egypt last year just before the attack on Suez. Both of these threats to world peace resulted from Russia's policy of pressing into the Middle East. Both developed partly in reaction to sometimes clumsy Western attempts to counter that policy. In both, the dangers were appreciably increased by Arab extremists who recklessly dared the West to strike. And both appeared to threaten consequences disastrous to the West: in the first case, the loss of Suez; in the second, a decisive Russian breakthrough in the Middle East.

Of the two, the Syrian situation is the more complex, and the more formidable challenge to Western statesmanship. The collapse of British and French influence in Syria as a result of the Suez misadventure left a power vacuum there which Russia is now exploiting to the utmost. In the background lies half a century of political history which has made the Syrians touchy and unpredictable.

Syria nurtured the first stirrings of modern Arab nationalism in the early years of this century. Since then the Syrians have been betrayed by Western nations frequently and flagrantly, most notably at the time the French seized the city of Damascus after Syria, acting on a series of British and French promises, proclaimed its own monarchy after World War I. In recent years the presence of Israel has been a constant irritant to Syrians, brooding over their mortifying performance against Israeli arms in the Palestine war. Each new incident on the Israel border pushes them closer to the Russians. The Syrians are an emotional, reckless people, proud and arrogant. This, coupled with the humiliations of the past, makes them highly vulnerable to the rosy promises of a

Kremlin willing to foster every Arab dream for purposes of its own.

But even though Syria is today Russia's prime target in the Middle East, there are serious obstacles to the standard Soviet technique of outright political or military intervention. One is geographical. Except through the northern port of Latakia, Russia is cut off from direct access to Syria by a chain of Western allies linked by the Baghdad Pact—particularly Turkey, on whose border the Russianized Pole and tank expert, Marshal Konstantin Rokossovsky, took command of Soviet forces last week. There are no home-grown Communist armed forces of consequence in the Middle East, so Moscow does not have the regional tools with which to wage a local war as it did in Korea and Indochina. To intervene Russia would have to use Russian forces, which carries the danger of involving Turkey or the U.S. Sixth Fleet. Militarily at least the Middle East is still a Western preserve, and it must be obvious to the men in the Kremlin that Soviet power cannot be applied here without bringing on World War III. The U.S. has made this clear through the Eisenhower Doctrine and the congressional resolution implementing this warning.

This is why the Soviet Union, tempted by the high stakes but realistically aware of the military disadvantages, has chosen, so to speak, to make a "Russian" rather than a "Communist" approach to Syria. There is in Syria relatively little evidence of the old Communist

technique of infiltrating the nation's political system with disciplined party members whose ultimate goal is a *coup d'état*. True, some Syrian officials have flirted with Communism. The leader of Syria's Communists, Parliament Deputy Khaled Bakdash, undoubtedly has had some direct influence on the present government's policy-making, and there are disciplined Communists in the Syrian press. But the real power in Syria still remains in non-Communist hands. Two of the strongest groups behind Syrian policy are the so-called Young Officers clique gathered around Lieut. Colonel Abdel Hamid Serraj, chief of the army's powerful intelligence bureau, and the Baath Socialist party headed by Akram Hourani and Foreign Minister Salah el-Bitar. Although Hourani has frequently made common cause with the Communists, none of these Syrian leaders is himself a Communist, and all are apparently sincere in their outraged denial of the Western charges that they are selling out Syria to Moscow. In fact, Russia's indirect approach has been so skillful that one of the West's most intransigent enemies, Khaled el-Azem, defense minister in the present government, has actually asserted with a straight face that Moscow is helping Syria resist Communist penetration.

This setup serves Moscow's purpose for the moment. The Russian plan appears to be to draw the Syrians into the Soviet orbit without intimidation but in such a way that they will find themselves increasingly entangled economically and, ultimately, trapped.

The Soviet strategy for achieving this end, as demonstrated in both Egypt and Syria, involves two steps. First, the Russians try to capture the target country's economy by paying so much for its exports that the country abandons its traditional Western markets. Second, the Russians try to get control of industry by underbidding Western firms for development contracts and, where feasible, by offering credit which can be used only by accepting Soviet bloc machines and techniques. Over a long term, acceptance of such tainted benefits leaves the beneficiary country dependent on the U.S.S.R. for spare parts for its machines and for the planning of further projects.

Moscow's generosity in supplying weapons has the same purpose. Modern weapons systems are so complex that the recipient nation



**HUDDLED SYRIANS** at U.N., Foreign Minister el-Bitar (left) and Farid Zeineddine plan strategy.





**SYRIAN RECRUITS** in basic training march in the streets of Damascus. Observers believe that

Syrian soldiers are only now beginning to familiarize themselves with their new Russian weapons.



**ELECTIONEERING TURK**, Premier Menderes addresses rally. Reds say Turks will attack after vote.

## A correspondent on the spot analyzes the Kremlin's mischief-making in Syria which, designed mainly to embarrass the U.S., raises peril of accidental war

by JOHN MECKLIN

must maintain friendly relations with its source of supply. Otherwise the country's striking power declines sharply for lack of spare parts, munitions and replacements—not to speak of the problem of training men in the use of a new weapons system. Russia's dramatic initial delivery of weapons to Syria in late 1955 was only the first gesture in a relationship intended to become permanent.

The Soviet technique has not yet resulted in economic capture of either of its Middle Eastern targets. In Egypt President Gamal Abdel Nasser is trying to get off the Kremlin hook, which Russia baited by offering such a fine market for Egyptian cotton that she virtually cornered the crop—and this belated squirming has lately earned Nasser the renewed enmity of the Egyptian Communist party.

The Kremlin has not yet succeeded in cornering Syria's exports. Despite Russian arms purchases it is reliably estimated that this year only one third of the nation's cotton, half its wool and none of its wheat or barley will go to the Soviet bloc. The second stage of Russia's economic drive in Syria has however been more successful: the U.S.S.R. is presently negotiating a huge credit deal—the Syrians say \$500 million—with Syria.

In its attempts to penetrate Syria, Russia is greatly aided by the fact that, unlike the West, it has no history of dealing with the Arabs and therefore few commitments. The West, in making Middle Eastern policy, must consider its many commitments in the area, large and small. There are American-founded universities at Beirut and Cairo. The U.S. has strong ties with Israel and is carefully nurturing its relations with the kingdom of Jordan and the largely pro-Western state of Lebanon. Britain, France and the U.S. all have vital investments in oil and pipelines throughout the Middle East.

Free of any embarrassing impediment to word or deed, the Kremlin can follow a policy of sheer irresponsibility. Russian propaganda can and does say anything convenient, catering to Arab aspirations and fears with no danger of being called to account. Similarly the Russians can pour arms into the Arab world with no accompanying concern over who gets shot. The Arabs may use the arms against Israel, against each other or against the West—

it is all the same to the Kremlin. Moscow gains in any case. This amoral attitude is evident in Russia's economic pressures on Syria and other Middle East nations. What counts for Russia, plainly, is getting the initial commitment. To the Kremlin any destructive effects on Middle Eastern economies that result is all to the good because it hurts the West.

The Russian effort in Syria is, therefore, essentially one of opportunistic mischief-making. Even if it were possible to subvert or overthrow the Syrian government and to replace it by one of outright Communist complexion, such a Communist state would have little or no chance of survival. It would be surrounded by vigorously anti-Communist states: Turkey to the north, Israel to the southeast and, to the west and south, the Arab nations of Iraq, Jordan and, beyond Jordan, Saudi Arabia.

To be sure, the last three countries have traditionally been a part of the united Arab front against Israel. It is also true that when the U.S. flaunted an ostentatiously anti-Syrian airlift to Arab Jordan, other Arab states rallied to Syria's support with great vigor. Nevertheless

there is fundamental approval of U.S. anti-Communist policies among many Arab leaders. If Syria went Communist, the Arabs, left alone, might well gang up to set things right.

The question for the U.S., then, is not only how to treat the Syrians, but also how best to foster anti-Communist sentiment in the Arab countries surrounding Syria.

Several courses are obvious and promising. King Hussein, the lone Arab ally of the West who has not wavered in his loyalty, needs a boost in economic aid; Jordanians are complaining that the aid we have given is less than they once got from Britain. Our ties with King Saud, who is not formally a U.S. ally but who signed a joint communique with the U.S. denouncing Communism, could be strengthened by using our good offices to help settle his dispute with Britain over oil sheikdoms in the Arabian peninsula. The time may even be ripe to come forward with a brave new plan for settlement of the festering Palestine issue. But it would need to be something that the Arabs could ultimately accept—including, as one example, an Israeli offer to repatriate the Arab refugees. Otherwise it would simply give America's enemies a new propaganda weapon.

As for Syria, the best U.S. course would presently seem to be to keep still, to refrain from inflating further the already monstrous egos of the Syrian leaders and let the other Arab states quietly take care of the problem. This policy of patience and restraint will not be easy. At present the Kremlin stands to make great gains by fomenting political and economic chaos, by inciting new hatreds and exacerbating old ones and ultimately, perhaps, by denying the Middle East and its oil to the West.

But these activities are dangerous not only for the free world but for the Kremlin itself. The Russians are already so deeply involved that some impulsive Arab action could force them to uncalculated recklessness of their own, to preserve the illusion that they are the Arabs' only true friends. This danger is implicit in such acts as the Russian gesture last month of sending her warships to visit the Syrian port of Latakia—on a course which took them almost across the bows of the U.S. Sixth Fleet.

The great danger is not that Syria will turn Communist but that the Syrian situation will lead to accidental war.



**TROUBLED AMERICAN**, Ambassador Lodge is pensive after asking "chance" for Saud's mediation.



# THE PRESIDENT AND THE CRISIS

## HIS SPEECHES WILL BE WELCOME, BUT HERE IS WHERE INITIATIVE IS NEEDED AT ONCE

Said an old friend of the President's last week. "Ike ought to take his exercise walking down Main Street." Instead he will make a series of speeches to the nation, which is about as close to Main Street as a modern President can get. The speeches (on science, the economy, foreign affairs and defense) will serve a double purpose: a) to counter the widespread feeling that the White House has been a sort of national vacuum in the post-Sputnik crisis and b) to give Main Street a more precise and sober sense of its danger, of its strengths, which are considerable, and of what must be done.

Must the deeds wait for the words? Demands for immediate action have been raining on the White House, especially the demand that Congress be called in special session. But the things that need doing most are not up to Congress. Here are some of them.

**THE ECONOMY.** The recent jitters in the stock market, and mistrust about the general business outlook, are a very poor reason for a special session. The Federal Reserve can always relax its pressure on the money supply if and when the business situation warrants. More serious is the Treasury's own shortage of money. This stems from the Pentagon's having spent its money faster than it said it would during the early months of this year. Its spending knocked the plaster from the statutory debt ceiling, so that Charlie Wilson's last act as Secretary of Defense had to be an arbitrary clamp on the monthly spending rate. As a result, important defense contractors have been asked to finance themselves (in a tight money market) instead of presenting their usual bills to the government, and there have even been costly cutbacks, slowdowns and layoffs. If there were one good reason for a special session, the raising of the debt limit would be it. But the White House and Treasury are finding ways to live with the situation, and in any case the debt limit should be raised, if at all, only in connection with a fresh look at the budget as a whole.

The missile program is not at present underfinanced. Any future increase should be coupled with a decision for new taxes or offsetting savings. The latter can be found not only in places like the \$5 billion farm program but within the Pentagon itself soon. Trevor Gardner's article on page 30 shows how some of these savings could be found. The chief handicap of our defense program is not money but organization, which can only be corrected by the intervention of the President.

**THE RACE FOR KNOWLEDGE.** The most alarming statistic of last week—perhaps of the decade—came from Senator Jackson in his report as chairman of a NATO committee on scientific and technical personnel: "Scientific manpower is being graduated in the Soviet Union at a present per capita rate approximately twice that of the NATO community as a whole. Russia now turns out more scientifically trained people than any Western nation and is accelerating the output at a higher rate than any nation. Furthermore, Soviet instruction is of high quality."

The Jackson Committee recommends a variety of NATO-sponsored scholarships, institutes and research projects to stimulate the development of scientists, here and in Europe. But NATO cannot do what governments should, nor governments what the people should. To grow in quantity and quality, the scientist and science teacher first need upgrading as to income and status. In the U.S. this is especially true of the pure scientist as against the developmental researcher and engineer. As Dr. Mervin J. Kelly of the Bell Labs pointed out

last week, U.S. industry does 70% of the nation's research and development, but less than 2% of this effort is in basic (or "pure") research. Says his colleague Dr. Baker: "It should be something like 33⅓%, or we will lapse into 'a kind of coma of materialism.'"

The Pentagon, which already subsidizes so much applied weapons research, is reluctant to carry on its crowded budget the men whom industry and Congress consider dreamers and longhairs. A revolution of popular attitudes is required. The President struck the right note last week when, in presenting the first Atoms for Peace award to Dr. Niels Bohr of Denmark, he acknowledged that science is more than a source of security and welfare: it is "a great adventure of the human mind," a search "for a steadily increasing illumination of truth."

**DEFENSE STRATEGY.** The most immediate deed required of the nation is a shift in the emphasis of our defense strategy. The ICBM threatens to give greatly increased range to the Soviet power of destruction. As an immediate counter to this threat, since we are behind on long-range missiles, we should move our own power of destruction closer to the Soviet target.

The President and Prime Minister Macmillan agreed in principle last week to pool U.S. and British nuclear and missile development work. More important, at the behest of Paul-Henri Spaak, they will urge "an enlarged Atlantic effort" along the same lines at the December meeting of the NATO council, where General Norstad's new plans will be reviewed. Already the French have asked the U.S. for an IRBM whose 1,500-mile range puts plenty of Russian targets within range of Paris. Not only should such requests be speedily filled, but many other steps taken toward recharging the NATO "defense shield." Specifically our NATO allies should be given not only delivery systems, but the atomic weapons to go with them.

At present NATO forces are trained for atomic tactics and strategy, but the effectiveness of the training depends on how far General Norstad can stretch the McMahon Act, which forbids our supplying actual atomic weapons to non-U.S. forces. Norstad has long favored a NATO stockpile of atomic weapons so that if Western Europe is attacked, NATO's reprisal will not depend solely on a decision in Washington. As Secretary Dulles has said, it is not healthy that the nations attacked should "be in a position of suppliants" for their own defense. They will do more for themselves if they know they are fully trusted and fully armed.

Moreover, there is outrageous waste in the present compartmentalization of research and development between NATO members. European scientists are forced to reinvent devices and systems already known to the Pentagon. A stamp used on NATO documents says imposingly: "Cosmic Top Secret." But the most secret stuff is confined to American members with the simpler words: "Not for foreign nations." Even non-nuclear information is withheld, not by law but by Pentagon policy. This exclusive frame of mind will have to be overcome before NATO achieves its full efficiency.

The President will ask Congress for amendments to the McMahon Act to legalize a fuller sharing of weapons information. These amendments should be passed in the national interest. They should be preceded by a shift in Pentagon strategic thinking, where NATO deserves a far more important and central place than it enjoys now. Against the ever-present danger of an all-out Russian attack, NATO is America's first line of defense—in the present phase of the missile era, more so than ever.



*Campbell's*

brings you

3

NEW  
SOUPS

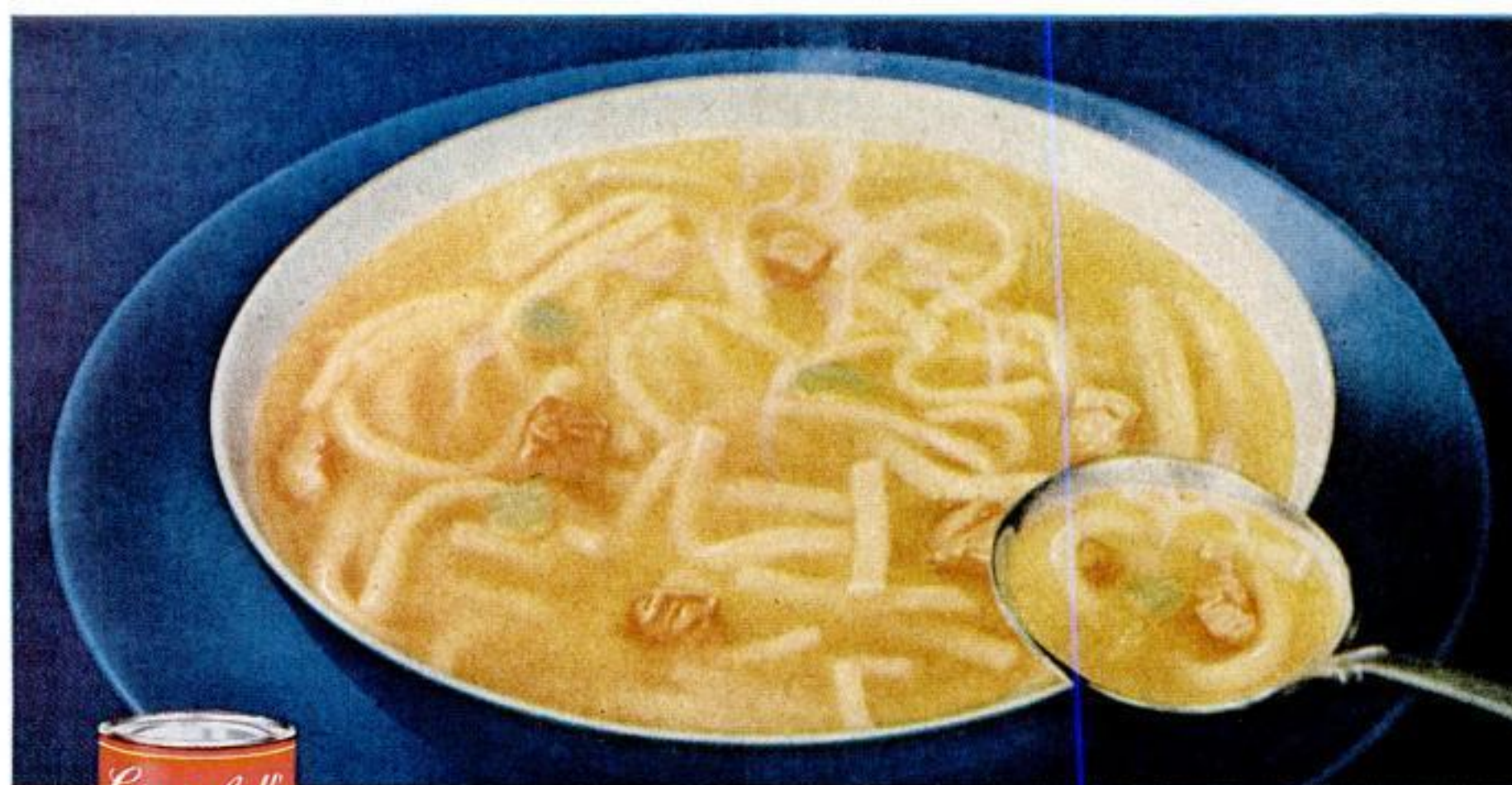
## TRY ALL THREE!

This is the best table news you've had in years! 3 new and different, wonderful and ready Campbell's Soups. Turkey Noodle! Minestrone! Chicken Vegetable! Each made to special Campbell recipes, with all the care and skill that have made Campbell's Soups the most famous of all. Ask your grocer for all 3—treat your family to one of our new Campbell's Soups, today.

Have you had  
your soup today?

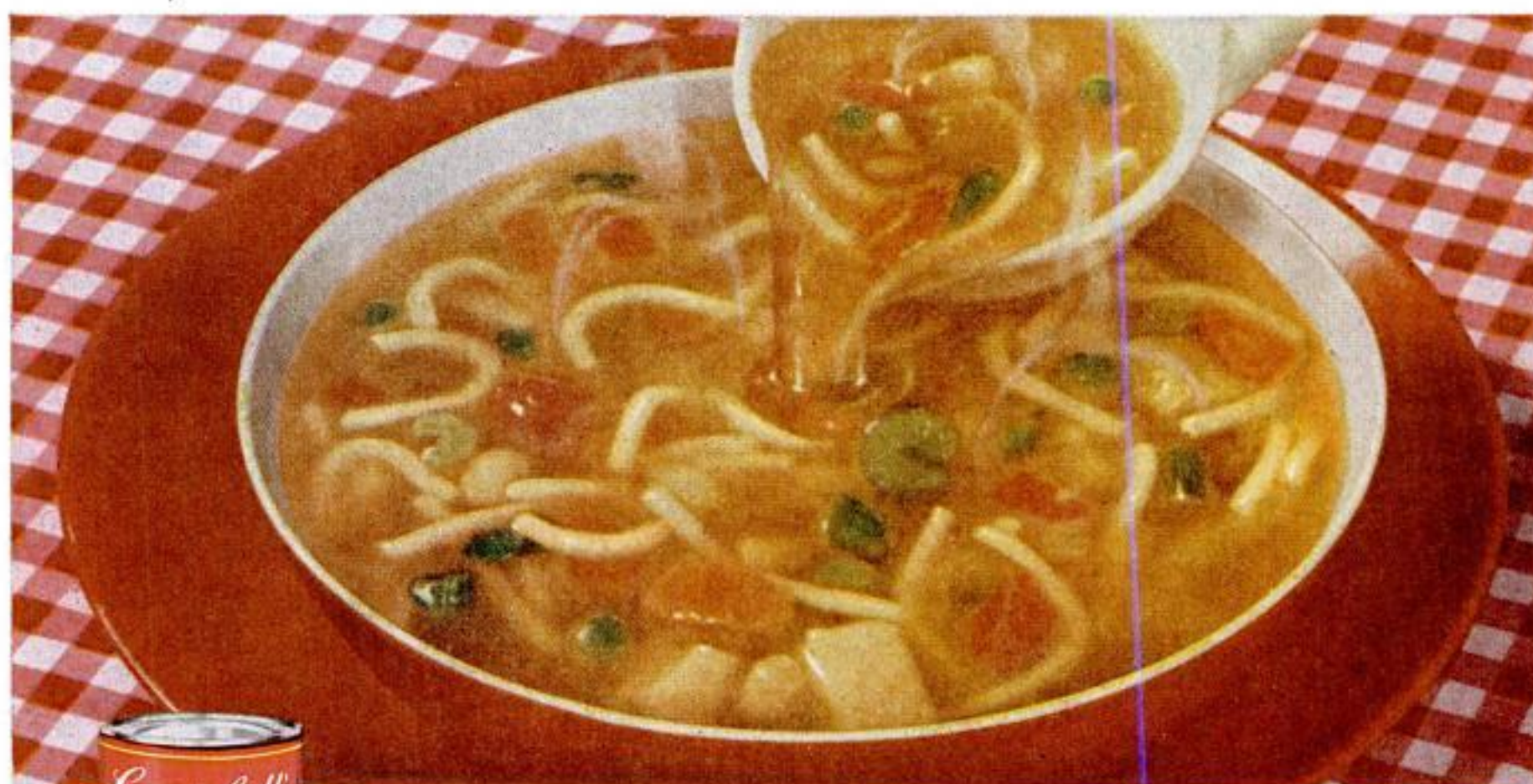
*M'm! M'm! Good! Nourishing good!*

*Gives you vitamins, proteins—minerals, too!*



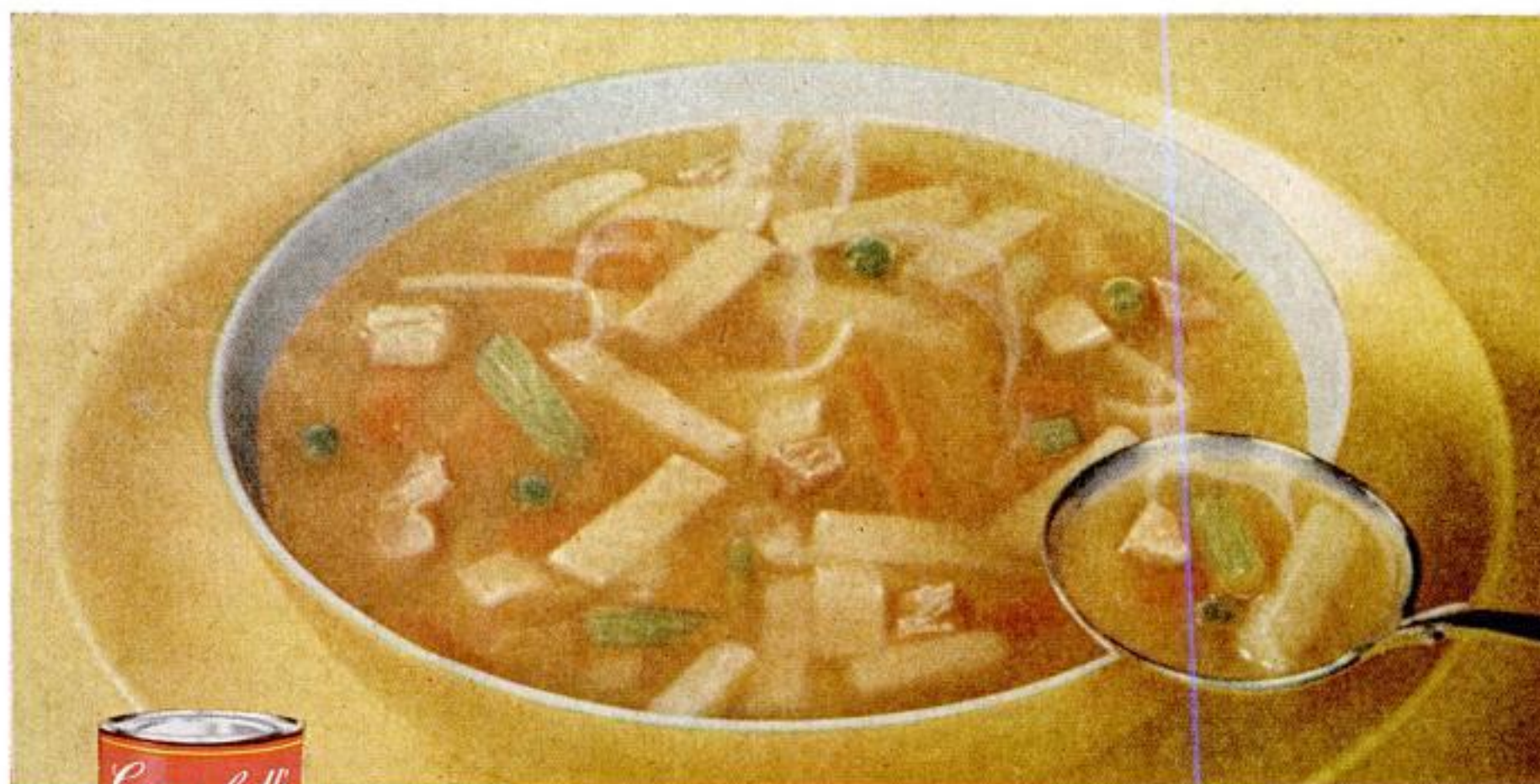
### NEW! Turkey Noodle Soup

Here's a turkey noodle soup that's really great! Whole-turkey soup, with full-flavored, long-simmered broth... choicest pieces of tender turkey and enriched golden noodles that melt in your mouth. A new Campbell's Soup that's sure to please every member of the family.



### NEW! Minestrone Soup

Easy to tell why this Italian-style vegetable soup is good! Look at all the things that make it good! Fine beef stock. Carrots, potatoes and tomatoes. Celery, peas and beans. Turnip greens and mustard greens. Spaghettini, zucchini, a zip of cheese. That's Campbell's Minestrone!

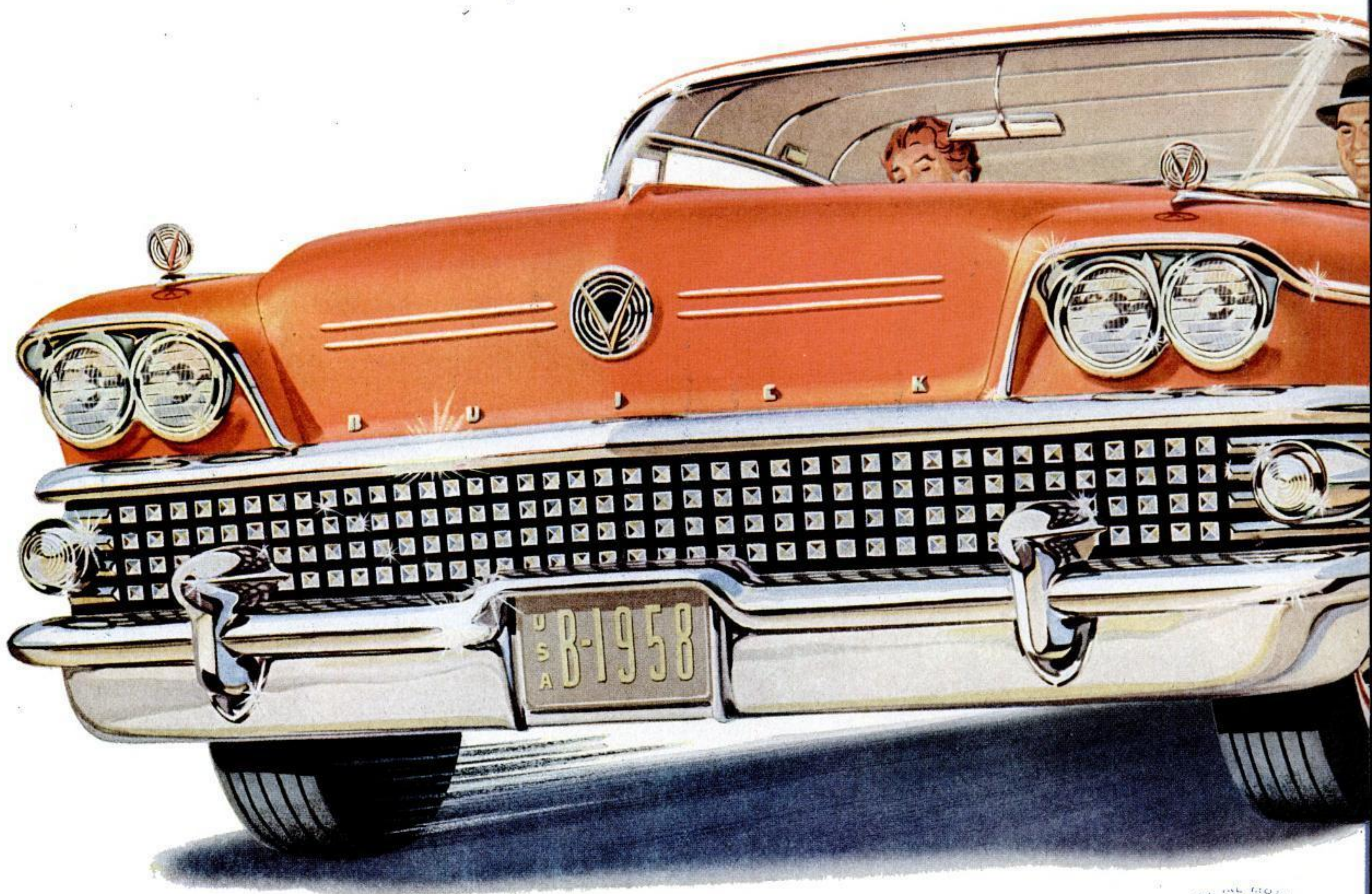


### NEW! Chicken Vegetable Soup

Here's a brand-new combination of flavors... Campbell's own blend of chicken and broth, ribbon noodles, peas, potatoes, tomatoes and celery—something very extra special to the taste! A soup so nourishing and good—you'll be mighty glad Campbell's makes it!



# THE CAR OF



**T**HIS time, it's *Buick's* turn to call the changes.

In this one year, many budding ideas—long under development—have suddenly blossomed forth and come to fruition.

And in this one car, they're all here—all in this 1958 Buick that brings to dazzling focus a new concept in precision manufacture and an absolute dedication to Buick quality.

*There was the idea of bold, fresh fashion.* You see it here, in the unusual Dynastar Grille, in the longer, sweeping lines, in the sheer grace of the changed contours.

*There was the idea of a multi-range transmission*—an automatic drive that would do what no other had ever done before. You get it here, in the newborn Flight Pitch Dynaflow\* that swings its power propellers through a million angles of pitch as you need them—to get perfect power delivery for the exact call of any and every moment in motion—smoothly, automatically, *instantly*.

*There was the idea of an engine built to the limit of modern fuels.* You find it here in Buick's unbelievably obedient B-12000 engine—a V8 with 12,000 pounds of thrust behind every piston's power stroke.

*There was the idea of a ride more buoyant, more level, more firmly steady than any known before.* You discover it here in the Miracle Ride—plus the never-before wonders of Buick Air-Poise Suspension.\*

There were still more ideas—like air-cooled aluminum brakes,\* “velvet wall” sound silencing, center-of-percussion vibration control—and they're all here, waiting to thrill you and please you and satisfy you to the core. See your Buick dealer soon.

BUICK Division of GENERAL MOTORS

\*Flight Pitch Dynaflow standard on Limited and Roadmaster 75, optional at extra cost on other Series. Air-Poise Suspension optional at extra cost on all Series. Aluminum Brakes standard on all Series except Special.

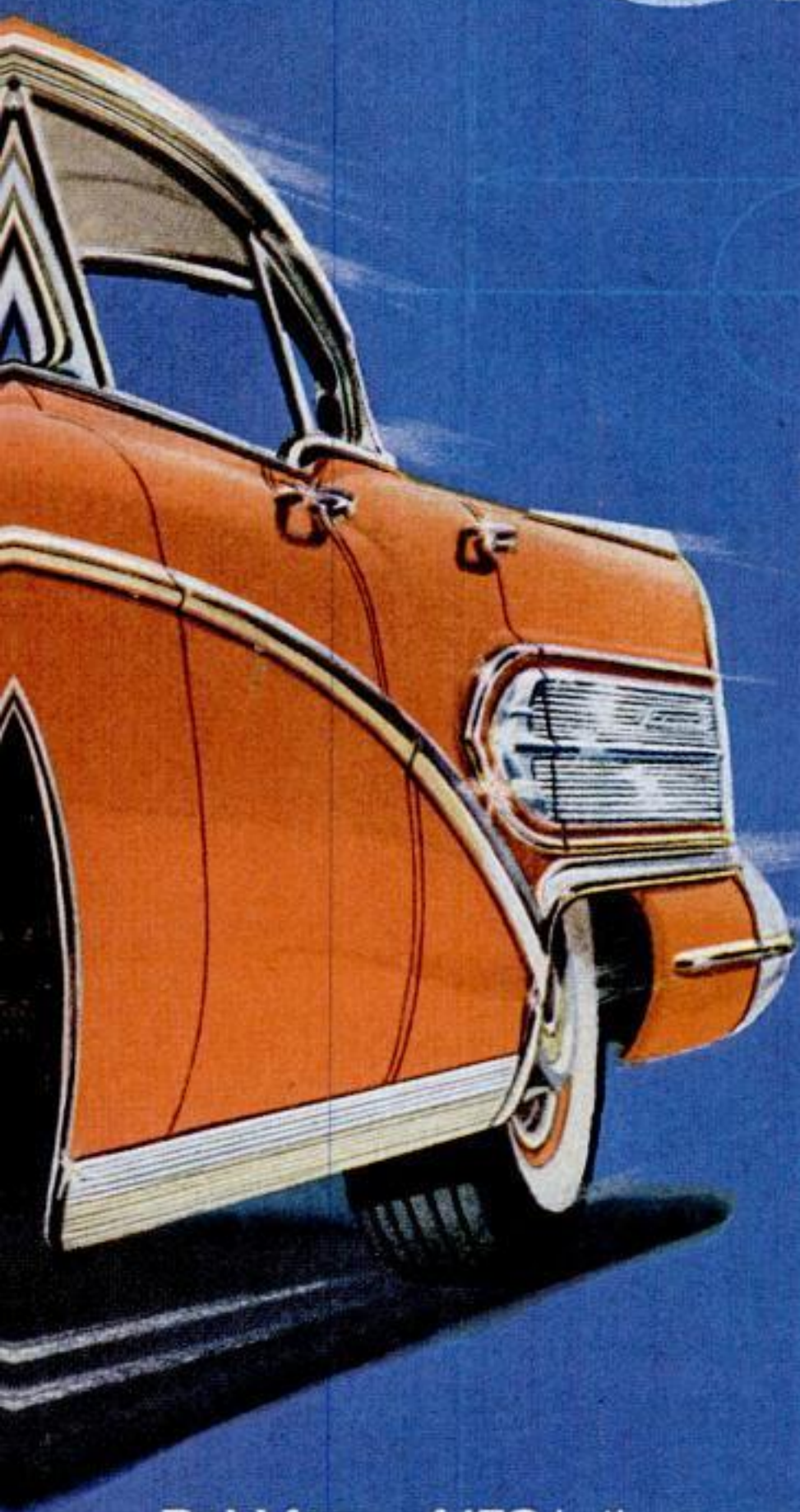
*See and Drive It—There's Nothing Else Like It*

# THE AIR BORN

See TALES OF WELLS FARGO, Monday Nights, NBC-TV and THE PATRICE MUNSEL SHOW, Friday Nights, ABC-TV

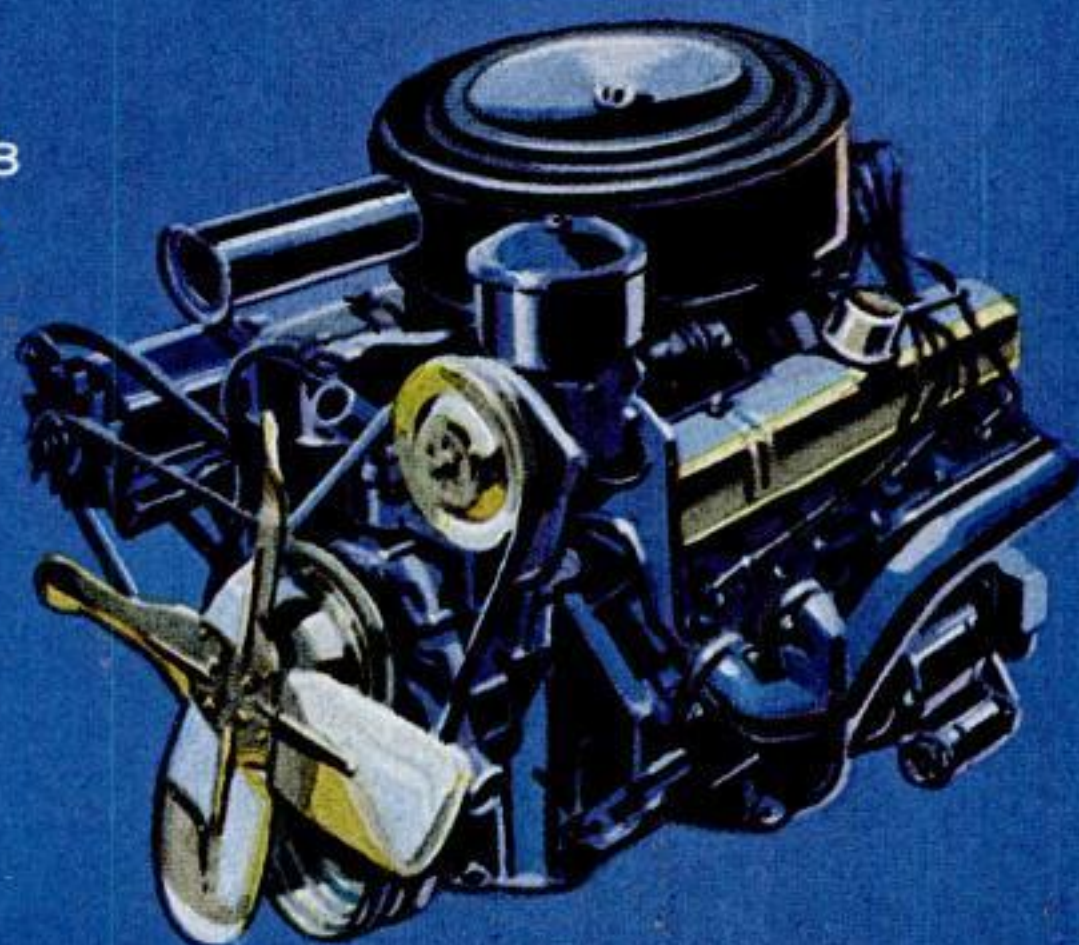


# MAGNIFICENT CHANGE

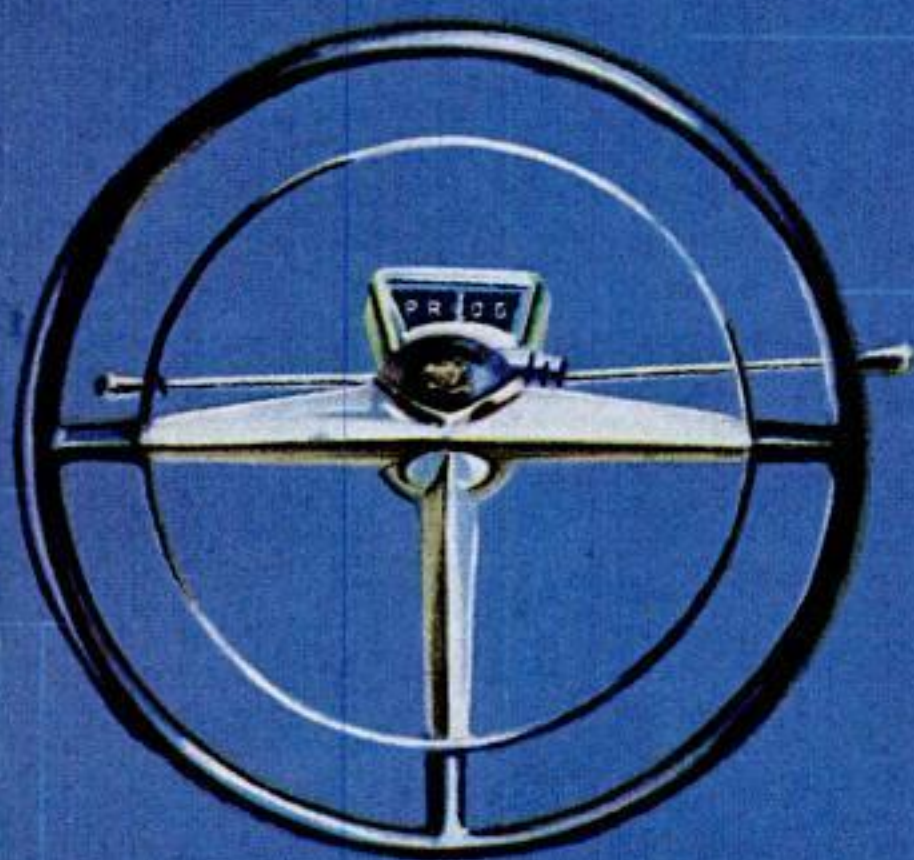


**Bold face of '58** is the gorgeous Dynastar Grille that spearheads the completely fresh look of the B-58 Buick—the look of flight on wheels.

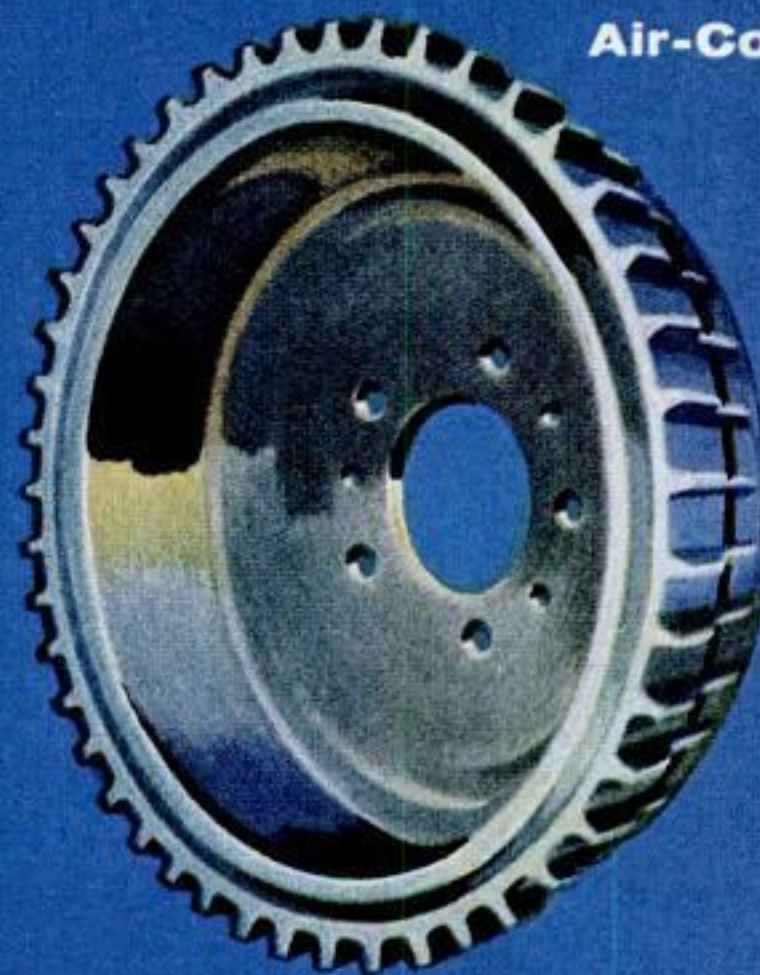
**B-12000 Engine—**  
world's only vertical-valve V8  
—delivers a thrust of 12,000  
pounds behind every piston's  
power stroke—is the most  
modern engine possible to  
build for today's fuels.



**The Miracle Ride**  
brings you the solid steadiness of Buick Rotoflow Torque-Tube Drive and X-member frame with buoyant coil springs at all 4 wheels. Or you can ride like a cloud with Buick AIR-POISE SUSPENSION where 4 columns of air keep you on a constant level, regardless of load or road condition.



**You can switch the pitch a million ways with Flight Pitch Dynaflo**—yet all you feel with this fabulously different transmission is smooth, soaring and exact response on the instant.



**Air-Cooled Aluminum Brakes—**  
America's greatest braking advance. Heavier-lined, extra-powerful and "air-conditioned" by 45 radial fins. Result: smoother, more positive braking and longer lining-life.



## B-58 BUICK

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

Copyrighted material





Some freeze food . . .

These are the wonderful new Birds Eye Potato Patties . . . try them today!

# BIRDS EYE FREEZES FLAVOR

That's why more people buy Birds Eye than any other frozen food

Favorites from General Foods . . . pioneer of frozen foods

Watch your grocer's ads for Birds Eye's  
better buys—today





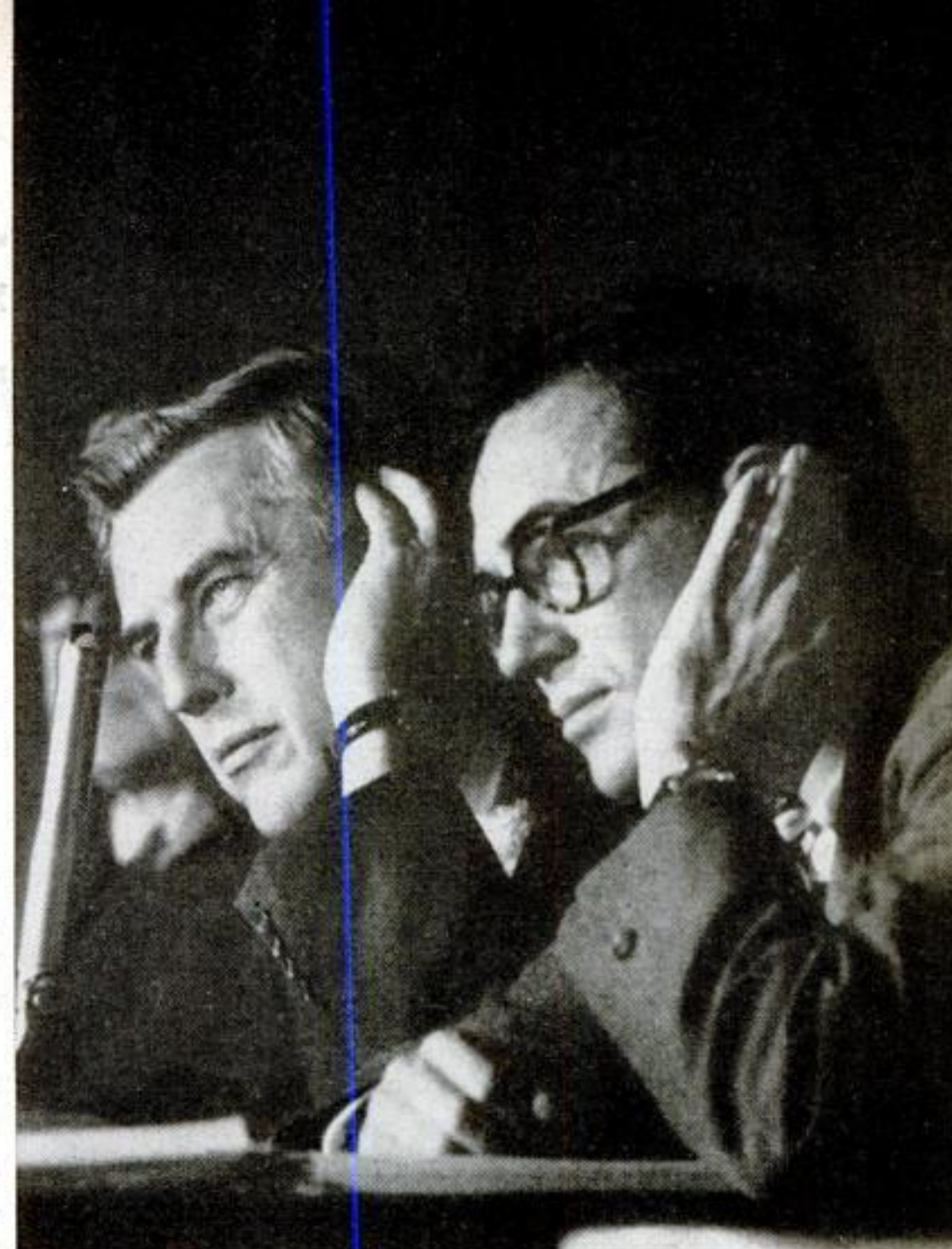
# A TOUGH, VITAL JERSEY RACE: MEYNER VS. FORBES VS. APATHY



**BEFORE DEBATE** at Morristown, candidates join in pledge of allegiance.

The candidates for governor of New Jersey faced a dismaying problem as they campaigned this fall. The contest is important not only to them but to their parties nationally. For Democratic Governor Robert Meyner, victory would brighten his 1960 presidential prospects. For the national G.O.P., making massive effort in Jersey, victory for Malcolm Forbes would give party morale a needed lift.

But this is an off-year election, and without the hoopla of presidential and congressional races to stir things up, the big problem for Meyner and Forbes is not just to win votes, but simply to get anybody to listen. They have left no vote-getting, eye-catching technique untried and their relentless battle is providing New Jersey—and the nation—with a classic display of the Theory and Practice of Political Campaigning (*next page*). To get out the crowds, they have even given the voters a political double feature, appearing together at debates like the one shown here.



**STRAINING TO HEAR** a long question asked from the floor, Meyner (*left*) and Forbes cup their ears.

**BATTLING IT OUT.** MEYNER, WHO ACCUSED FORBES OF MISREPRESENTING FIGURES ON STATE HOSPITAL COSTS, GRIMACES AS FORBES DEFENDS HIS CLAIM



CONTINUED



## GADGETS AND A VIP; ABOVE ALL, A FAMILY

A key lesson in the Political Primer, New Jersey style, was that the successful campaign starts in the home. There is no substitute for handsome children and a comely wife. But beyond all the special techniques, the campaign made clear there is no substitute for hard work, endless handshaking and doorbell-ringing. Forbes, in private life a magazine publisher, got a head start in this department. He has been campaigning seven days most weeks since well before the primary last April. In one memorable 12-hour day he pumped and talked his way through 18 separate gatherings.

Handsome Bob Meyner, who won election in 1953 as a reform candidate and has been an able and popular governor, was running scared. He had had to cope with an insurrection in party ranks in the Democratic stronghold of Jersey City. Sticking to traditional campaign methods, he accused Forbes of using gimmicks, overlooking some his own backers used (*below*).

The odds last week narrowly favored Meyner, but Forbes had further chapters for the Primer. He had started a chain of phone calls (*p. 48*) and for the campaign's last week he was planning a 24-hour vote-getting telethon.



### WHAT NO WELL-EQUIPPED CANDIDATE SHOULD LACK:

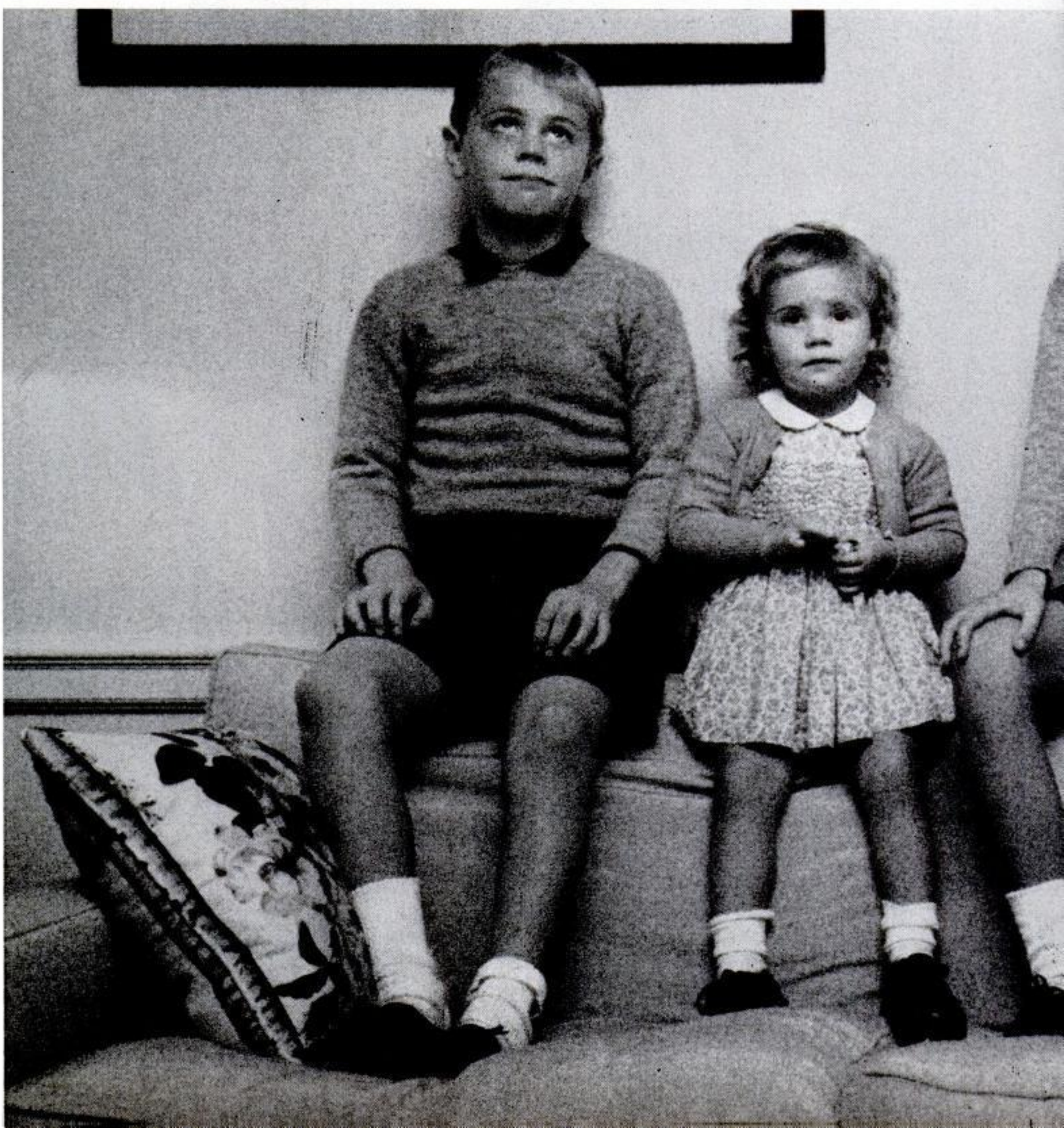
Even before Tad Lincoln roamed the White House, families have been a U.S. politician's best friend, implying his stability and knowledge of constituents' own problems. Forbes has an unsurmountable

lead over Meyner in this department and the Republicans don't let the voters forget it. As Vice President Nixon pointed out repeatedly during his New Jersey visit, Forbes has children—a lot of them. In



### A DEVICE FOR RAISING MONEY

For a candidate there never seems to be enough money for rallies, posters and TV and radio time. At a Clifton rally, Meyner's supporters trotted out a neat lure for funds: a make-believe television set showing a picture of their candidate. As Marlene DeMarco plunks in a coin, his eyes light up.



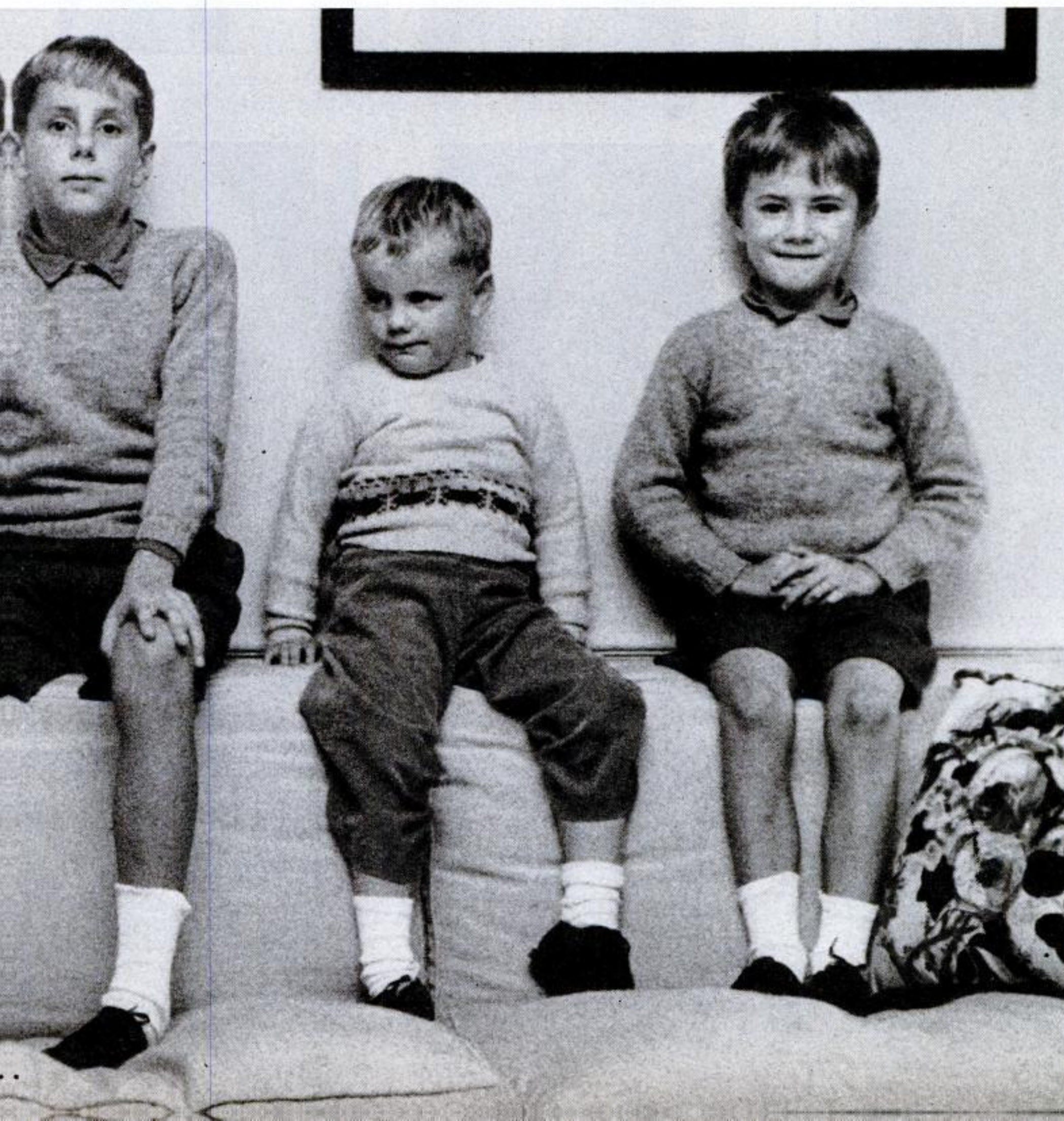




## A PRETTY WIFE AND/OR SOME PHOTOGENIC CHILDREN

the picture below, they are Robert, 8, Moira, 2, Malcolm Jr., 10, Timothy, 4, and Christopher, 6. But Meyner does have a handsome and vivacious wife, Helen, whom he married only last January. Helen

Meyner has been an invaluable campaign asset. She accompanies her husband at most of his campaign gatherings, as above at a Paterson rally where he tries to restrain her from applauding for him.



## BIGTIME AID FROM THE PARTY

For drawing big crowds, there is nothing like a celebrity. To aid Forbes, Vice President Richard Nixon flew in from Washington. He offered political know-how (keep the issues simple) during the plane ride (top). He appeared with Mrs. Forbes (center) and literally gave the candidate a helping hand (below).

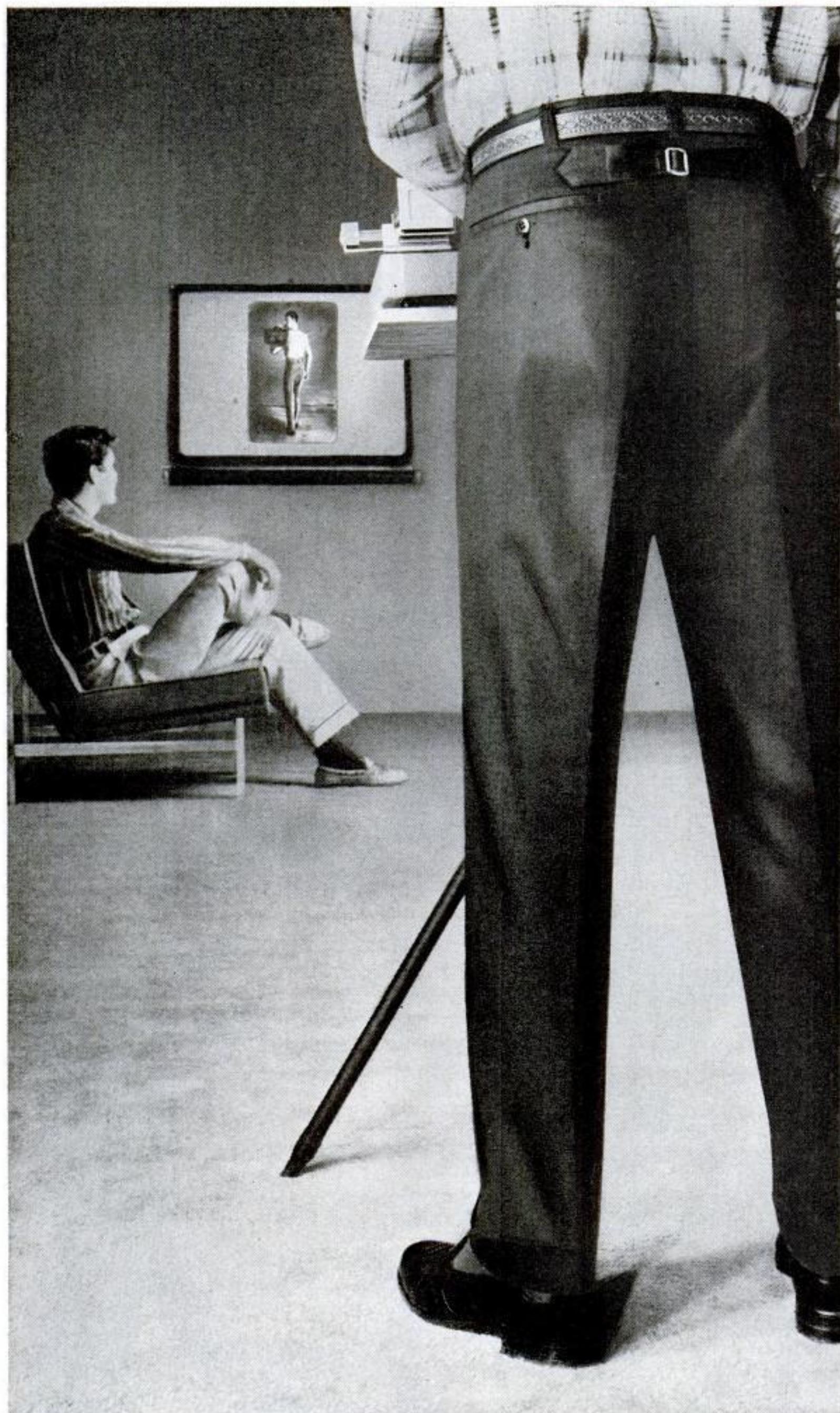


**Back to indoor leasure...**

and the fun of your own home movies. That's you, then and now, in trim and terrific tapered slacks and fine flannel shirt by Lee. So...

**Get back into...**

# Lee



**The most comfortable guy in view is always you in ...**

# Lee

**TAPERED SLACKS**

20 Tough-Tailored Extras

like no-rip seams...tailored sizes...

adjustable back strap...are your assurance of stronger wear, better fit and feel. In lasting, high-sheen polished cotton that sheds water, resists stains, dries fast - or durable twill. Choice of many smart tones. Pre-shrunk. Money-back guarantee or new garment free unless completely satisfied.

LEESURES: LEE COMFORT CLOTHES FOR HOBBIES AND SPORTS. H. D. LEE CO., KANSAS CITY, MO. COPYRIGHT, 1957



**Jersey Race** CONTINUED

## FORGING A PHONE CHAIN FOR FORBES



**TWO CALLS**, asking votes, more calls, are made by Julia Glover after Forbes began chain by calling her.



**FOUR CALLS**, two each, are made by women Mrs. Glover called, Rosalie Visceglia, Ruth Rosenblatt.



**EIGHT CALLS** go from Visceglia-Rosenblatt contacts. Martha Nevins, Marion West (top), Michelen Mascia, Rosemarie Troisi extend chain.

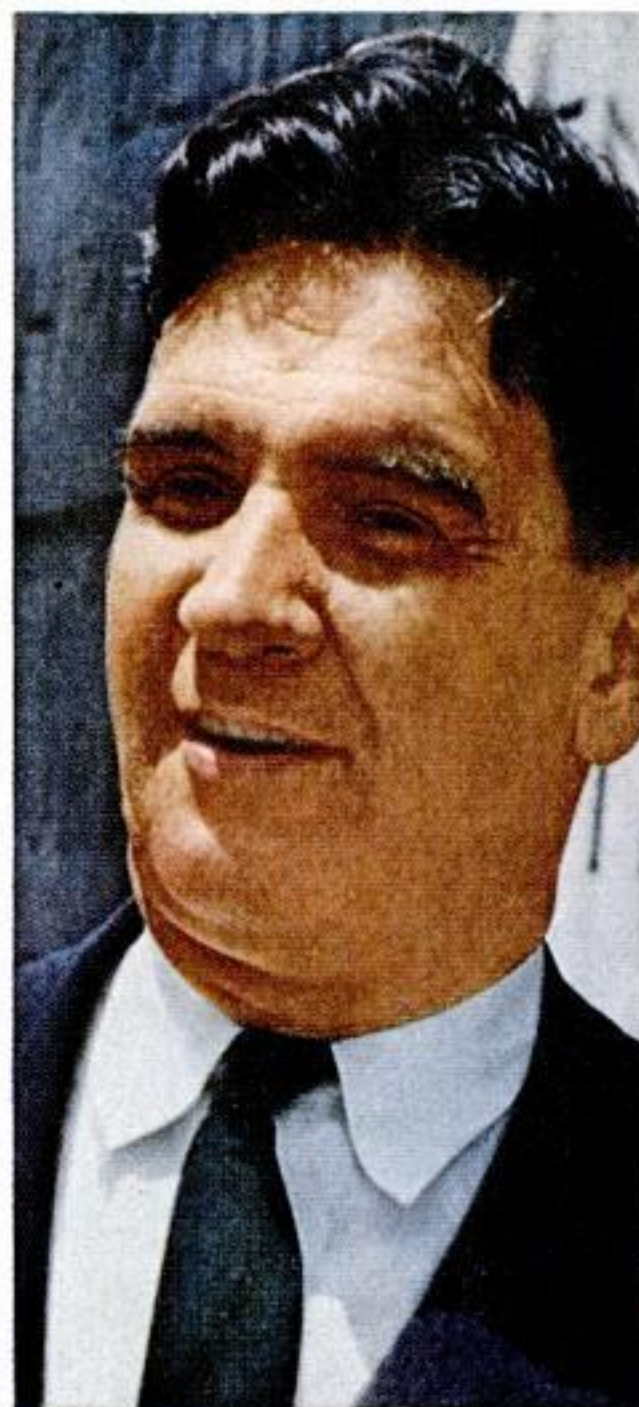




**William Flynn, The Boston Globe:** "Flying in the Boeing 707 is more than a means of travelling from here to there in an unbelievably short time though the distance is thousands of miles. Seven-Oh-Seven flight is winged luxury, comfort—with a complete sense of security—in a peaceful void of blue high above the earth."



**Walton and Richard Tregaskis, author team:** "Flying in the 707 isn't like flying through air any more. It's as if you were moving through something more nearly solid, like water—as in a submarine, the water holding you firmly and smoothly. It's as if you were held steadily on a track, not just in air. You feel secure and steady, despite the fighter-like performance."



**Albert D. Hughes, The Christian Science Monitor:** "If the reaction of this and other reporters aboard the flight may be taken as a guide, jet travel will be popular with the public. High-speed flight, moreover, is a pleasant sensation marked with smoothness, cabin quiet and lack of vibration, notably different from contemporary aircraft."



**Lucia Lewis, Chicago Daily News:** "Taking off in a Boeing 707 is a dream-like thing. No roar of engines, vibration, air pressure changes. The swift climb to 35,000 feet is effortless. You shoot along like an arrow, yet chat in complete quiet. This is utterly restful travel—a feature as sensational as the tremendous speed of the Boeing 707."

The reports above are a preview of what *you'll* experience when you fly in the superb Boeing 707 jetliner. They are by five of the writers who earlier this year flew coast to coast—in 3 hours, 48 minutes—in America's *first* jetliner.



These airlines already have ordered 707s: AIR FRANCE • AIR INDIA • AMERICAN • B.O.A.C. • BRANIFF  
CONTINENTAL • CUBANA • LUFTHANSA • PAN AMERICAN • QANTAS • SABENA • TWA • VARIG

**BOEING 707**



# ONCE UPON A TIME—ON TV

A feast of fairy tales is served with top stars, fancy trimmings

Always delving into old fields for new sources of entertainment, TV producers are digging into the field of childhood fantasy and coming up with the biggest haul of fairy tales in TV history. This month NBC kicked off with *Pinocchio* (below), which had Mickey Rooney in fine form as the boy with a long nose for trouble. *The Pied Piper* (opposite) is tuning up for November, and *Hans Brinker*, though he does not really belong in fairy tale circles, is sharpening his skates for midwinter. For *Aladdin* on CBS early next year Cole Porter is writing songs. And in January *Shirley*

*Temple's Storybook* (next page) will begin a bimonthly series of 16 tales.

The current fashion in fairy tales is to sweeten them up. Pinocchio on TV was far more docile than he was in the original story. The TV Pied Piper, after luring children away from home, will nobly lure them back. Miss Temple says she will permit no unhappy endings. While TV producers are pouring talent and beauty into these shows, they seem to forget that fairy tales have endured because they are soundly dramatic and not afraid to mix some darkness and spite with the sweetness and light.



## Pinocchio

Mickey Rooney as Pinocchio runs away from school to see the circus and ends up playing a magical steam calliope (above). The keys are human hands and the music comes out of heads inside the pipes. When the calliope explodes, Pinocchio is thrown into the sea where he is gobbled by a whale. Inside the whale's stomach (right) he fortunately meets his old shoemaker friend Gepetto (Walter Slezak) who helps him escape.



## Pied Piper

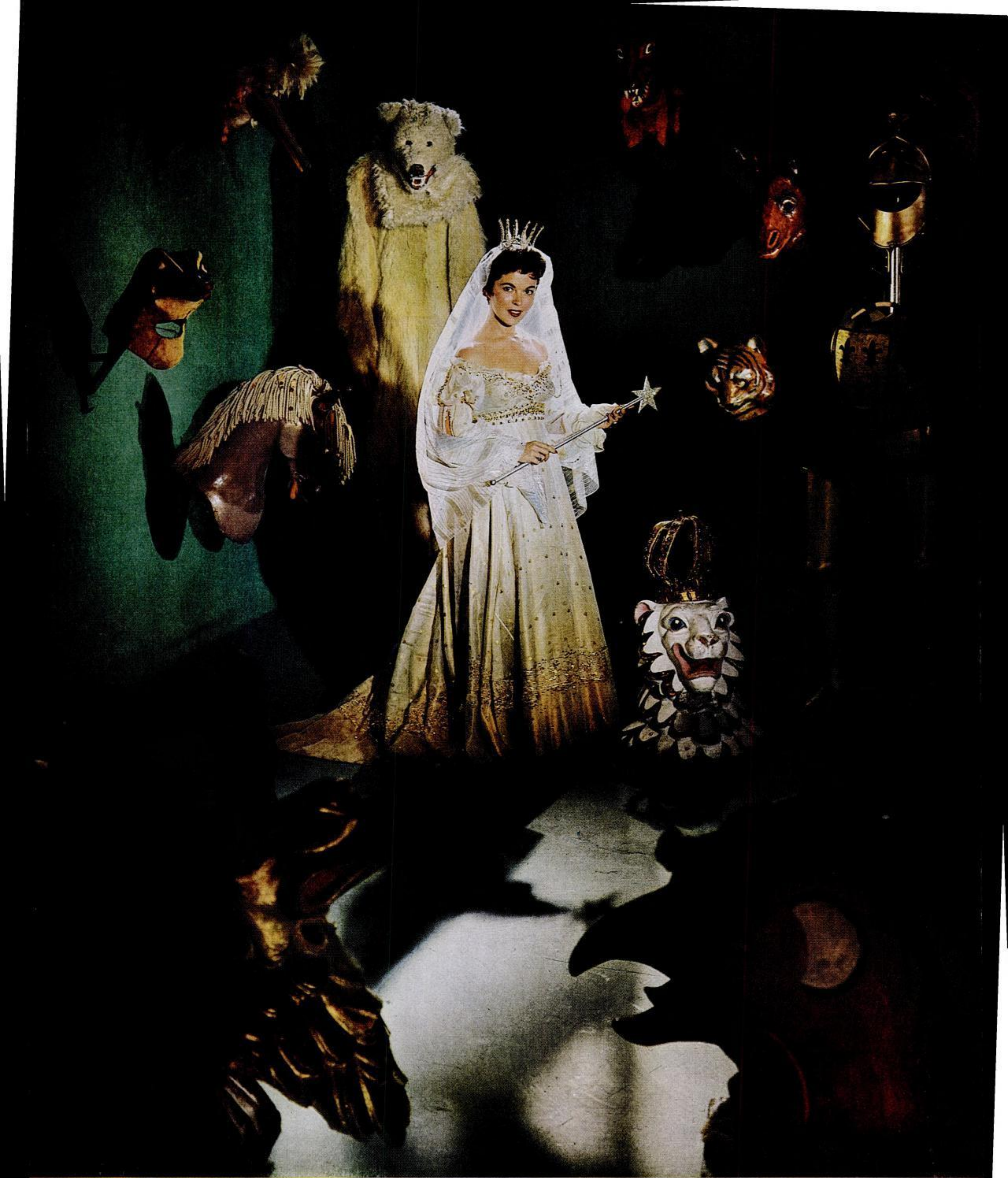
Van Johnson in *Pied Piper* (NBC-TV, Nov. 26, 7:30-9 E.S.T.) plays such sweet music that he lures all children out of a village whose people refuse to pay him for ridding the town of rats. Johnson acts a dual role, also playing an upright villager who persuades the citizens to pay the piper and ends up marrying the mayor's daughter. The piper's alluring music is *In the Hall of the Mountain King* from Grieg's *Peer Gynt Suite*.





CONTINUED





## Beauty and the Beasts

Shirley Temple as fairy tale princess stands amid collection of beasts she is inspecting for first play of her series, *Beauty and the Beast*. In all plays Miss Temple,

who is now 29, will be mistress of ceremonies. Occasionally she will act a role herself. Other tales in series are *Rumplestiltskin*, *Legend of Sleepy Hollow*, *Rapunzel*.





Hammond Spinet Model illustrated

## No room for tension in a home that has a Hammond Organ

... the music you play on a Hammond Organ is a language with no harsh words  
 ... it brings the whole family together in an understanding climate  
 ... it works a quieting magic on restless children ... and on their parents  
 ... the gift of a Hammond makes home the happiest place to be

**Why a Hammond Organ?** Because it is superior to others in these important ways. (1) It never needs tuning. (2) It gives you thousands of different kinds of tones... the orchestral voices of brasses, woodwinds, strings and percussion instruments ... all con-

trolled at a touch by Hammond's patented Harmonic Drawbars. Ask your dealer to demonstrate these exclusive musical advantages.

*Terms ... \$135 down at most dealers and about \$40 a month*



**Hammond Organ**...music's most glorious voice

Hammond Organ Company  
 4209 W. Diversey Avenue, Chicago 39, Illinois

Please send brochure about the new **PLAY-BY-CHRISTMAS LESSON PLAN** and where I can enroll.

Name .....

Address .....

City ..... Zone ..... State .....

©1957, HAMMOND ORGAN COMPANY 11



# How your Living Insurance premiums help America grow

**Your Equitable premium dollars are invested in industry to make more goods, more jobs.**

Wherever you look in America, you'll see a country busy growing. Almost everywhere you look, too, you'll see Equitable funds at work.

They pour into steel for massive bridges that span the nation's rivers. They prop up the girders of buildings adding to the silhouette of the urban skyline. They help supermarkets open their doors from coast to coast.

Almost four million Equitable dollars flow into the main stream of the U. S. economy in such ways every working day of the year. This money comes from premiums you and your neighbors pay on your *Living Insurance*. This money in turn is reinvested to help make more goods, more jobs, a better life for everyone.

But there's another very real way that present and future owners of Equitable policies gain from this way of doing things. The interest earned by Equitable's investment in America helps hold down the cost of *Living Insurance* — the new concept in insurance that emphasizes benefits for you and your family while you live, or for the loved ones who live on after you.

## Living Insurance by Equitable

The Equitable Life Assurance Society of the U. S.,  
393 Seventh Avenue, New York 1, N. Y.

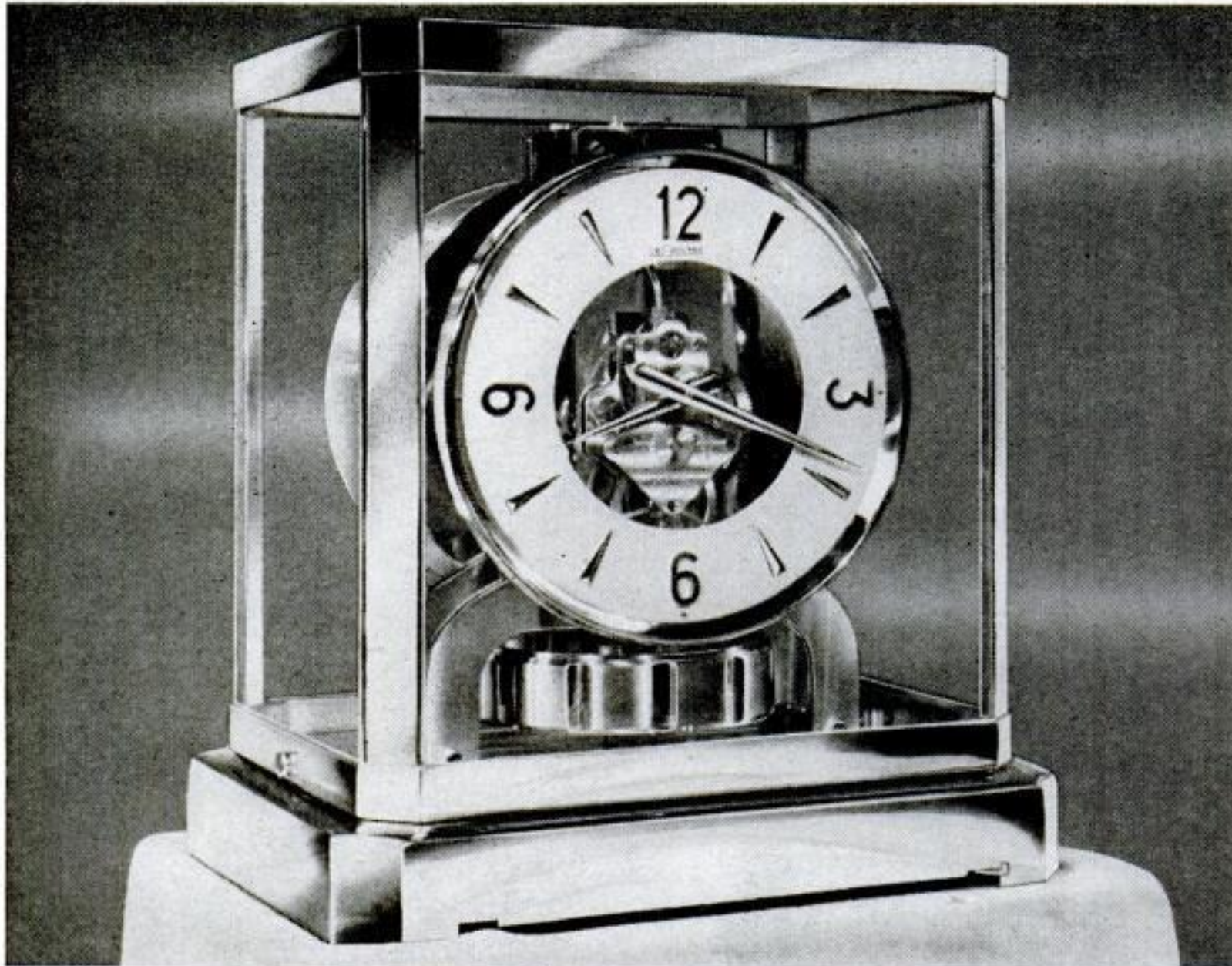


"Building with Steel"  
Photographed by ROBERT MOTTAR









**LE COULTRE ATMOS**—the famous Perpetual Motion Clock that requires no hand-winding, no electricity. Powered by the variations in the temperature of the air, Atmos runs silently, accurately, indefinitely—its golden mechanism in full view in its crystal case, revealing everything—except what makes it run. An exceptional Christmas gift! Illustrated is the new deluxe "Heritage" model—impressive in size and beauty, \$135. plus Federal tax.

For Exceptional Christmas Gifts

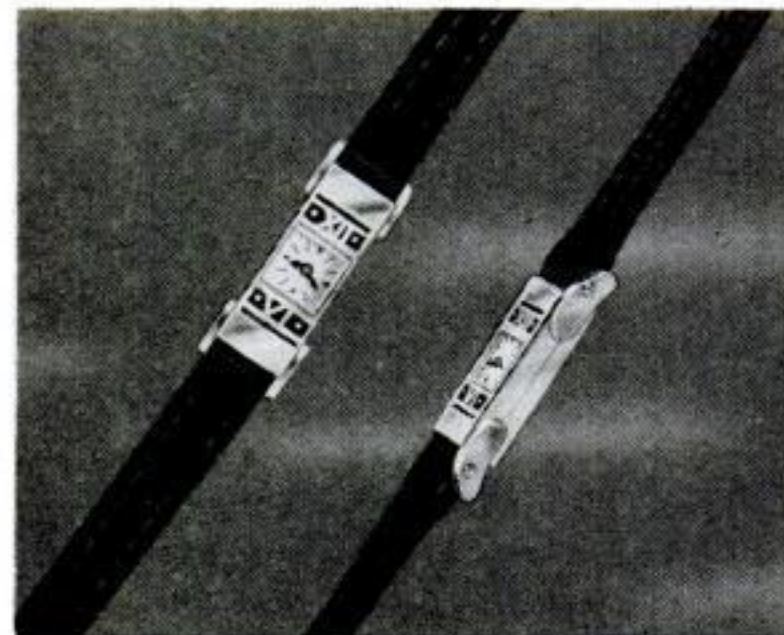
# LE COULTRE

## THE MOST EXCEPTIONAL WATCHES AND CLOCKS IN ALL THE WORLD

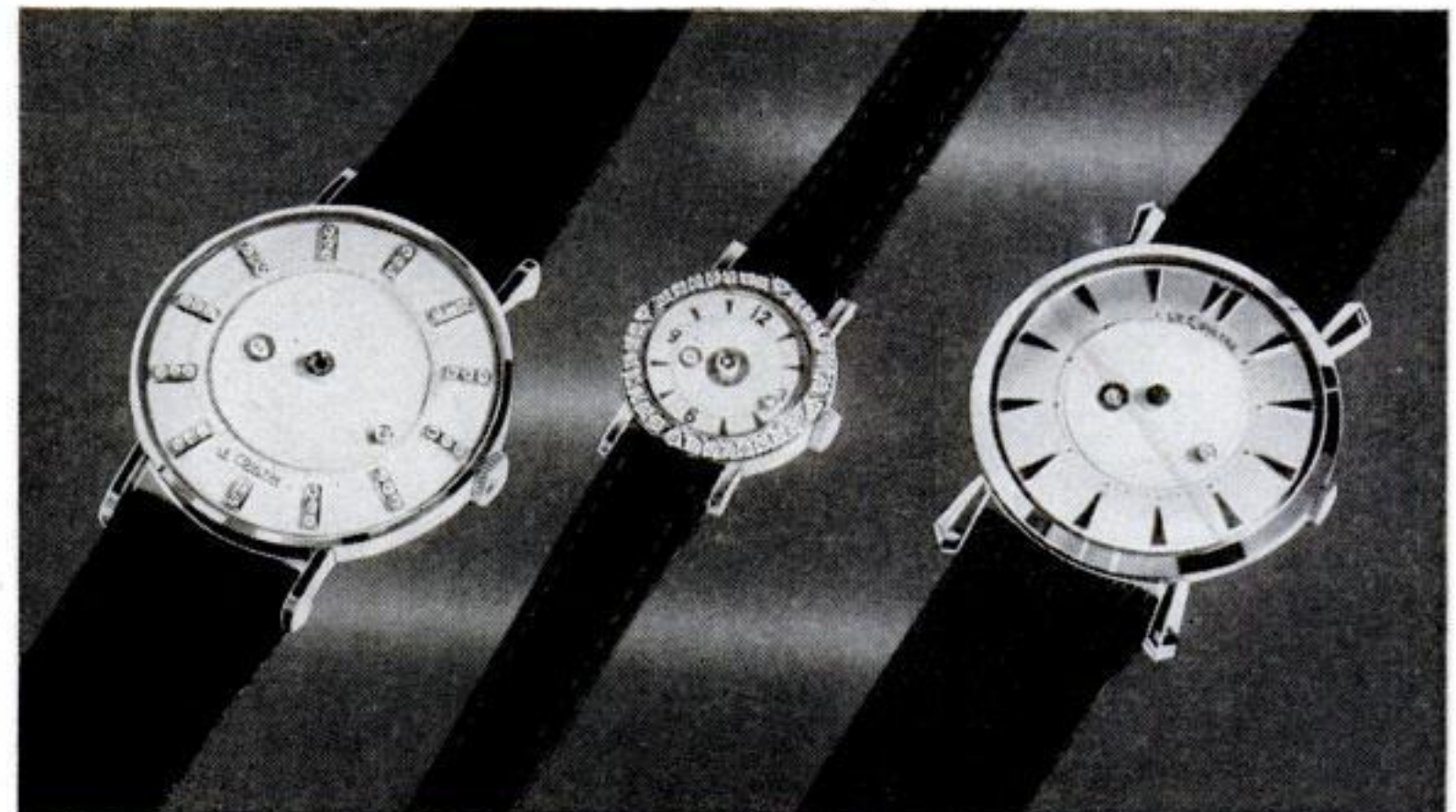
The prestige of LeCoultre watches and clocks as Christmas gifts reflects more than a century of achievement in the art of watchmaking. Every LeCoultre product exemplifies the fine craftsmanship and inventive genius which have gone into its creation. The standards of precision workmanship maintained by LeCoultre are unsurpassed in the entire watch industry.



**LE COULTRE WRIST ALARM AUTOMATIC.** Reminding and self-winding, too, this LeCoultre exclusive is a second memory to the busy man. Masculine styling in a handsome waterproof\* case, \$99.50.



**THE SMALLEST WATCH IN THE WORLD.** Hardly larger than the head of a match, with 77 microscopic parts, this tiny mechanical marvel is an excellent time-keeper. In precious platinum case, \$1,375.



**LE COULTRE DIAMOND GALAXY TRIO**—no hands—these three LeCoultre luxury watches mark time with 2 floating diamonds that move mysteriously around the dial. In the man's "Galaxy", the hour markers are set with 35 diamonds, \$325. "Royale Lady Galaxy" is circled with 32 choice diamonds, \$350. "Saturn" is an exceptionally thin dress watch for men, \$175. All cased in the richness of fine 14K gold.



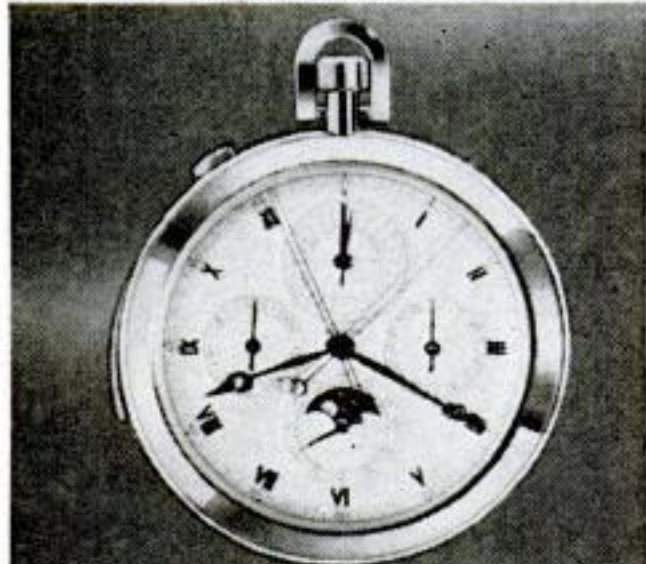
**COUTURIER WATCHES** designed in the manner of finest jewelry. Parisienne "B" has graceful endpieces curved to fit wrist, \$79.50; "Sondra" is elegant simplicity in fine 14K gold, \$100.



**A TRIO OF FAVORITES** in the fashion centers of the world—exclusively LeCoultre. Left to right: "Contessa"—14K gold watch with delicate bracelet, \$120; "Montres d'Elegance"—one of a series of 14K gold diamond watches, from \$125; "Par Excellence"—tiny 14K gold backwind watches, from \$300.



**LE COULTRE MATCHING WATCHES.** What more romantic wedding gift than these matched 14K gold watches to mark golden hours! For her—"Harriet", \$110; for him—"Marshall", \$145.



**MOST COMPLICATED WATCH** In The World—has 400 parts. Split-second timer, perpetual calendar, minute repeater. 18K gold, \$3,850.



**LE COULTRE POWERMATIC.** Self-winding, fully protected against all common watch hazards. With Reserve Power Indicator. \$89.50.



**LE COULTRE FUTUREMATIC.** Engineered to be world's most accurate automatic watch. Can't run down or overwind. Priced from \$95.



**LE COULTRE MASTER MARINER AUTOMATICS.** Superior LeCoultre self-winding movement in this new series is shock-resistant and anti-magnetic; case is waterproof\*, dustproof. Shown are two of many. Left, \$95. Right: Chronometer Automatic, 18K gold, \$395.

WORLD'S MOST EXCEPTIONAL WATCHES

# LE COULTRE

WORLD'S MOST EXCEPTIONAL CLOCKS

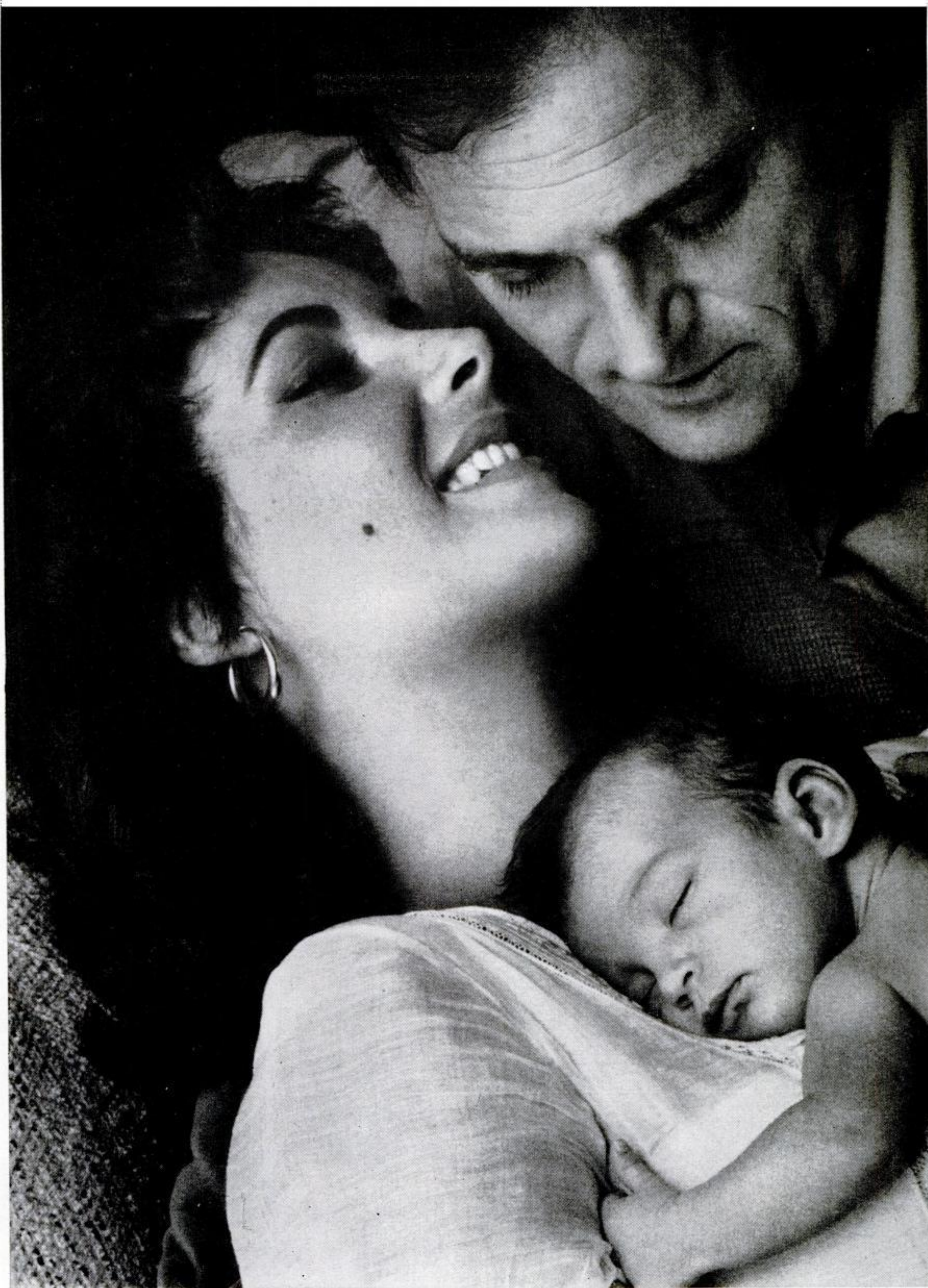
DIVISION OF LONGINES-WITTLNAUER

\*So long as crystal, back and stem are intact

Prices of Watches Include Federal Tax



**TODD TRIO** make a contented family group as Elizabeth Taylor cuddles her little Elizabeth Frances. But the baby, who is usually wide awake when out of her crib, has decided to sneak a snooze.



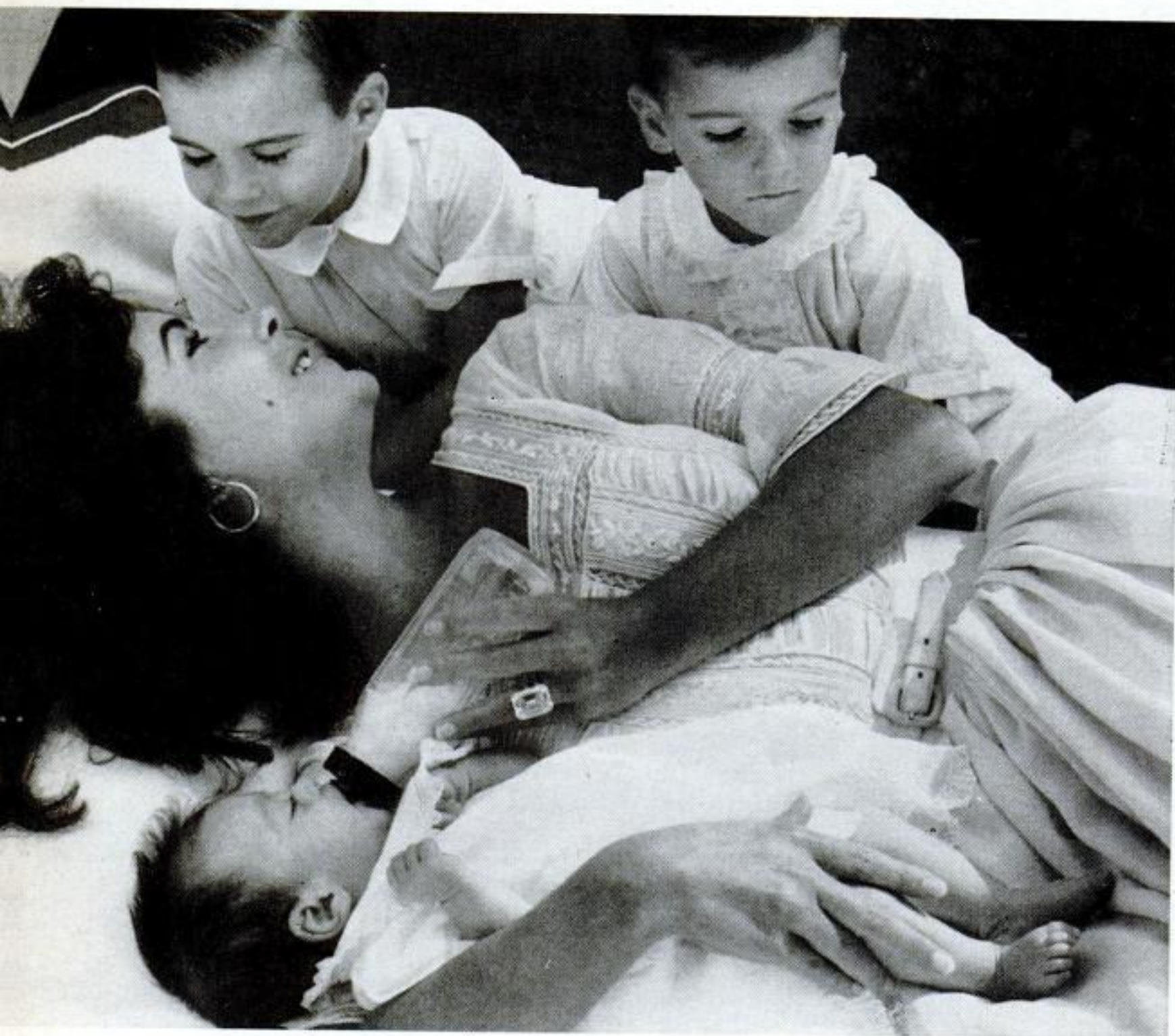
## LIZ AND MIKE'S TINY COVER GIRL

Mike Todd, a supercharged little P. T. Barnum, and his wife Elizabeth Taylor, one of America's most beautiful actresses, have always lived in the middle of hoopla, willing and eager to let the public in on all their doings—outside the home. So when their baby was born last August they ruled that there would be no pictures taken for publication. But as little Elizabeth Frances gained weight, jumping from less than 5 to almost 9 pounds, she grew into a startlingly beautiful and cuddly baby. When he looked into her

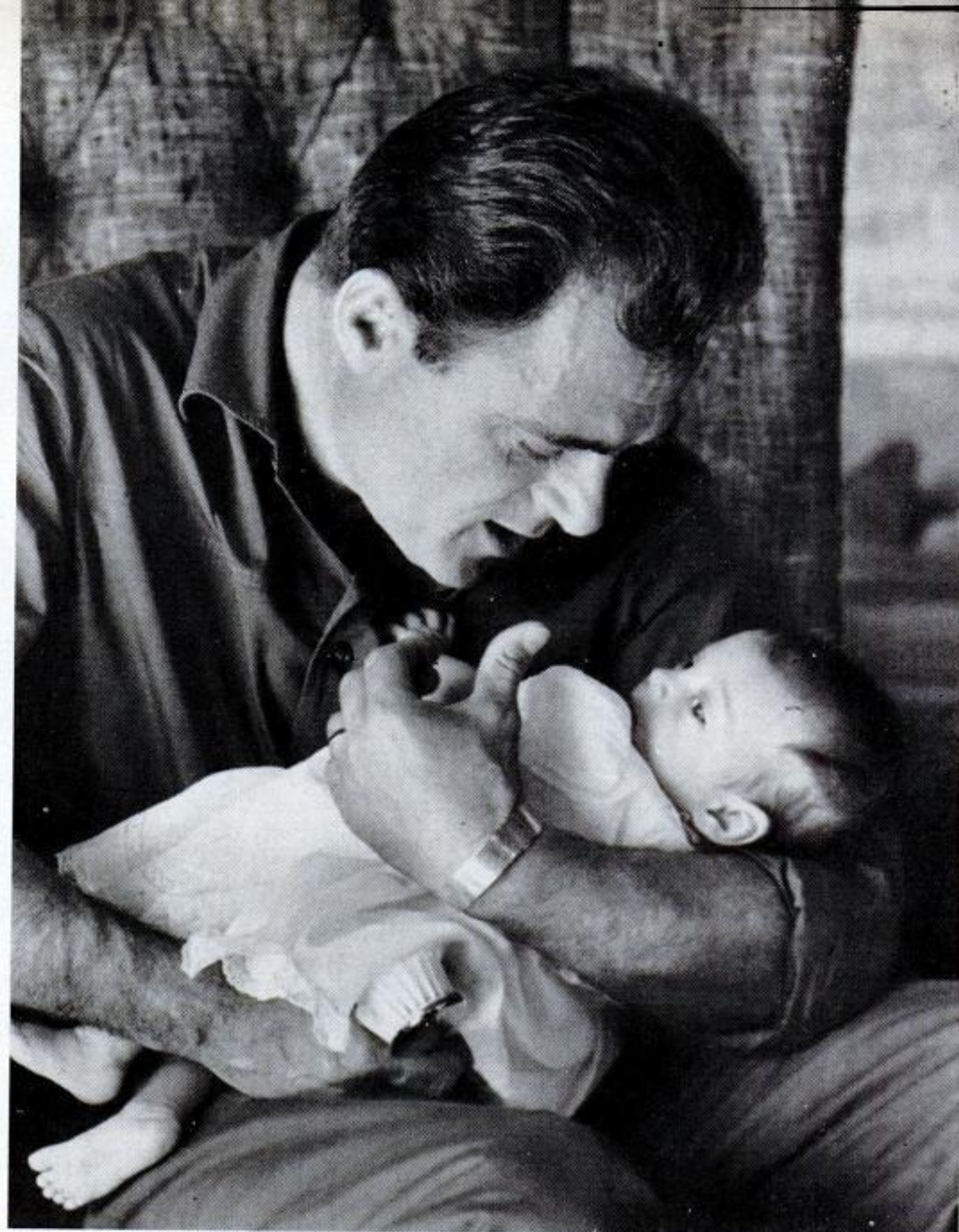
big lavender-blue eyes, Mike chortled happily, "With her around, I fear for the next generation of males."

Recently the Todds let Toni Frissell, an old family friend and top-ranking photographer, take pictures for the family album. At the results Mike swelled so with pride that he decided they were too delightful to be hidden in an album. When LIFE asked for them, he said yes, and tiny Liza Todd, who is seen here in these family pictures, also became one of the country's youngest cover girls.





**AFTERNOON FEEDING** is attended by Mrs. Todd's two boys, Michael, 4½, and Christopher, 2½, sons by her previous marriage to Actor Michael Wilding.



**PROUD PAPA**, Mike Todd holds his gift to baby, a gold brush inscribed, "It would have been platinum but your mother would have said I was spoiling you."



**DISGRUNTLED LIZA**, startled when little Michael Wilding dropped a rattle into her crib, cried a bit. At that point, Michael, a sensitive little boy,

almost cried too at what he had done. But then Mike stepped in to calm both of the children and tell his daughter, "May you never suffer a worse hurt."





# LIGHT UP A *light* SMOKE— LIGHT UP A LUCKY!

*When you smoke a Lucky,  
you're smoking light!*



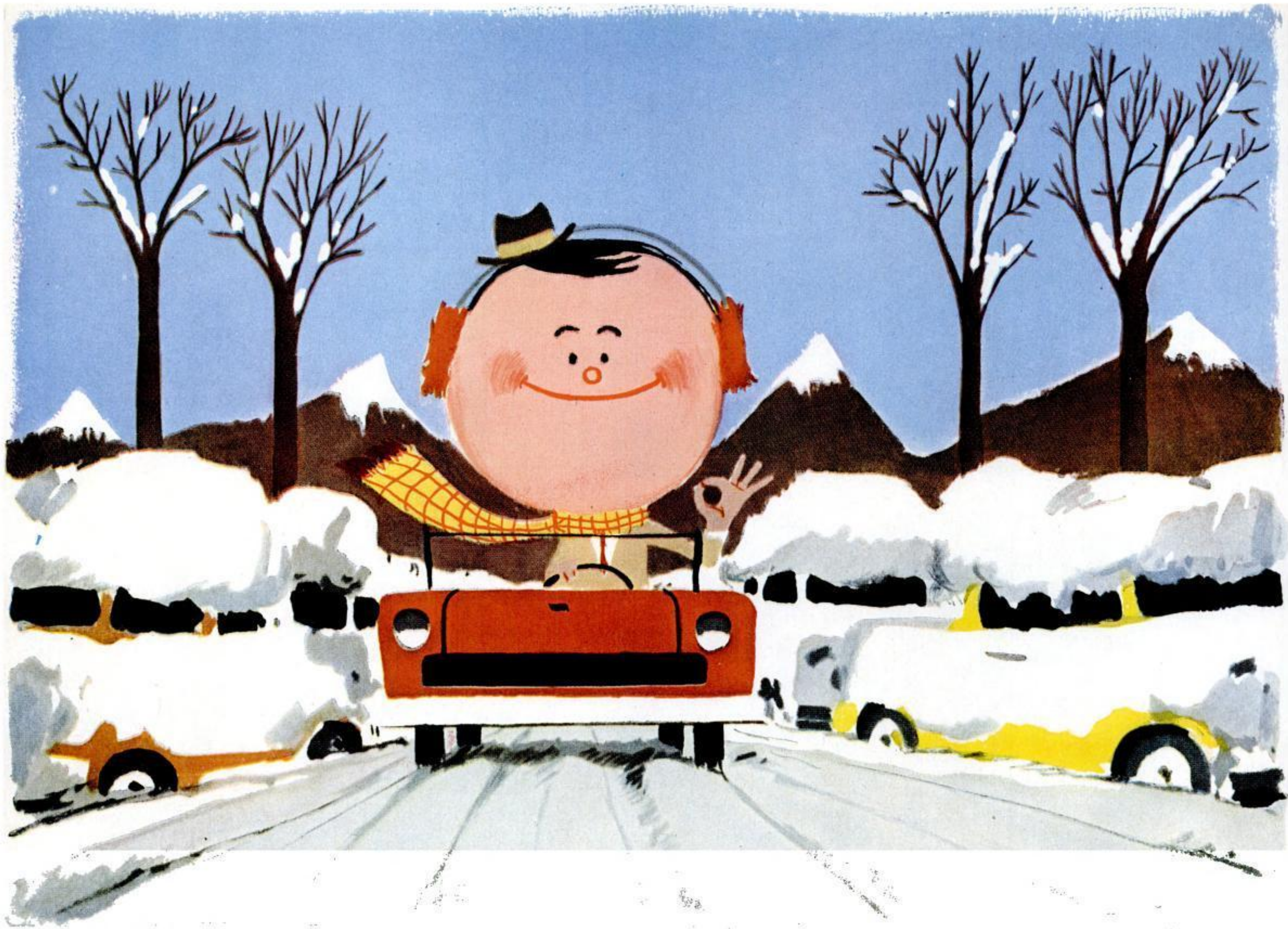
All cigarette, and light as they come—that's a Lucky! It's made of superbly light, golden rich, wonderfully good-tasting tobacco—the most famous tobacco in America. And this fine tobacco is toasted—to enhance the lightness, to make the taste even better. How about you? Want to go light? Just go Lucky!



THE BEST-TASTING CIGARETTE YOU EVER SMOKED!

© A. T. Co. Product of *The American Tobacco Company*—"Tobacco is our middle name"





## THIS IS A **KNOW** MAN

He knows it pays to get  
the jump on Old Man Winter.  
He had his car winterized early.  
Is he having the last laugh  
on the put-'er-offers!

Let it snow! Let it snow! This Ford owner is all set to give winter "bugaboos" the cold shoulder. He had his Ford winterized *ahead of time* . . . where they display the FoMoCo sign!

They gave his car a *real* winter going-over. They installed Genuine Ford Anti-Freeze. Checked the battery. Then they tuned up the engine and put in new Genuine Ford Distributor Points . . . the points with the "Ventilated Contact." Like *all* Genuine Ford Parts, they're made right, to work right, to last longer in any Ford.

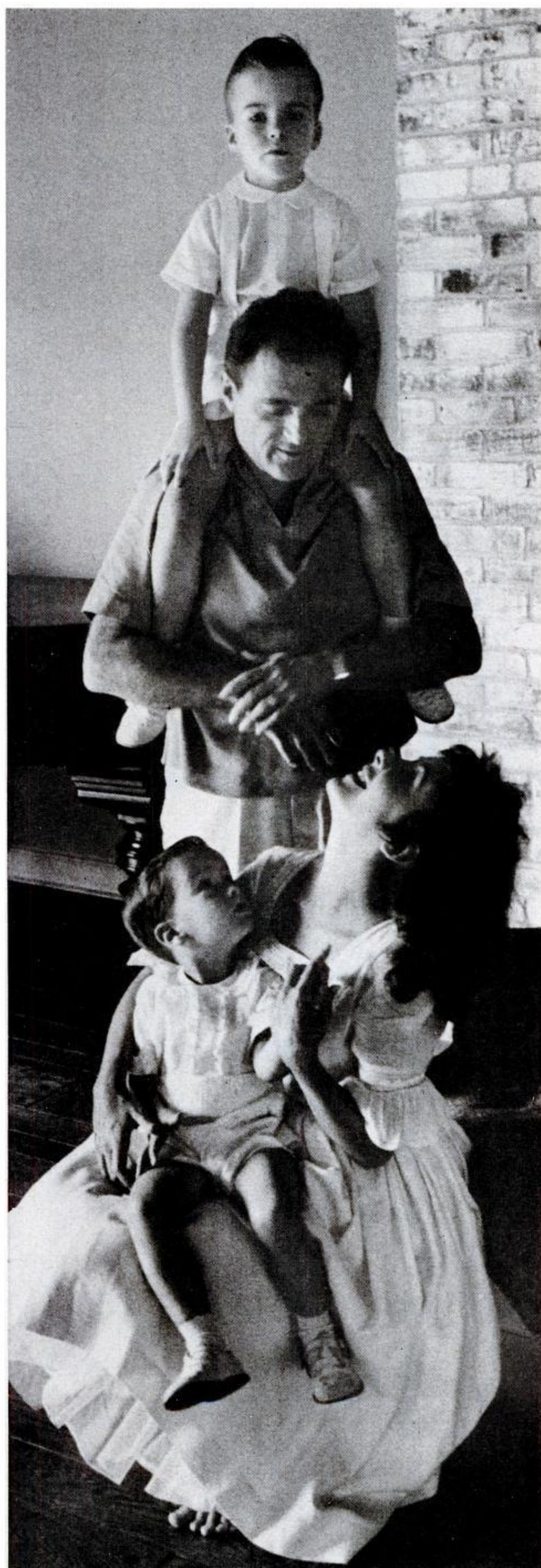
*Have your Ford serviced regularly at Ford Dealers and selected independent garages where you see the FoMoCo sign.*

**Have your Ford winterized now**



Safeguard your Ford  
where you see this <sup>new</sup> sign





TOTEM POLE AT TODDS' forms in the living room with Michael Wilding riding on his stepfather and little Christopher content in mother's lap.

Here's what you should do about

## COLDS or ASIATIC FLU

- 1 See your doctor
- 2 Get plenty of bed rest
- 3 Drink lots of fruit juice
- 4 Take Bayer Aspirin  
to reduce the fever and  
relieve the pain

## BAYER ASPIRIN MAKES YOU FEEL BETTER FAST!

THE SYMPTOMS of the common cold—and of highly contagious Asiatic Flu—are remarkably similar. Fever, headache, muscular aches and pains, backache and sore throat are among the characteristics of both diseases.

The moment you are aware of any of these symptoms, you should, of course, get in touch with your doctor. Meanwhile, rest in bed as much as possible, drink as much fruit juice as you can, and take Bayer Aspirin without delay.

The importance of taking Bayer Aspirin at the first sign of a cold or Asiatic Flu cannot be over-emphasized. Both diseases, if neglected, can cause you serious trouble... Asiatic Flu especially—for it not only spreads with insidious speed, but can lead to pneumonia.

Bayer Aspirin will make you feel better fast—because it relieves aches and pains with astonishing speed, and quickly reduces fever as well.

We believe your own doctor or public health official will tell you that Bayer Aspirin brings the relief you need from the painful discomforts caused by colds or Asiatic Flu.

Remember—three years of penetrating research confirms that Bayer brings the *fastest* relief... the *fastest*, most *gentle-to-the-stomach* relief you can get.

**BAYER®  
NASAL  
SPRAY**



with Neo-Synephrine®

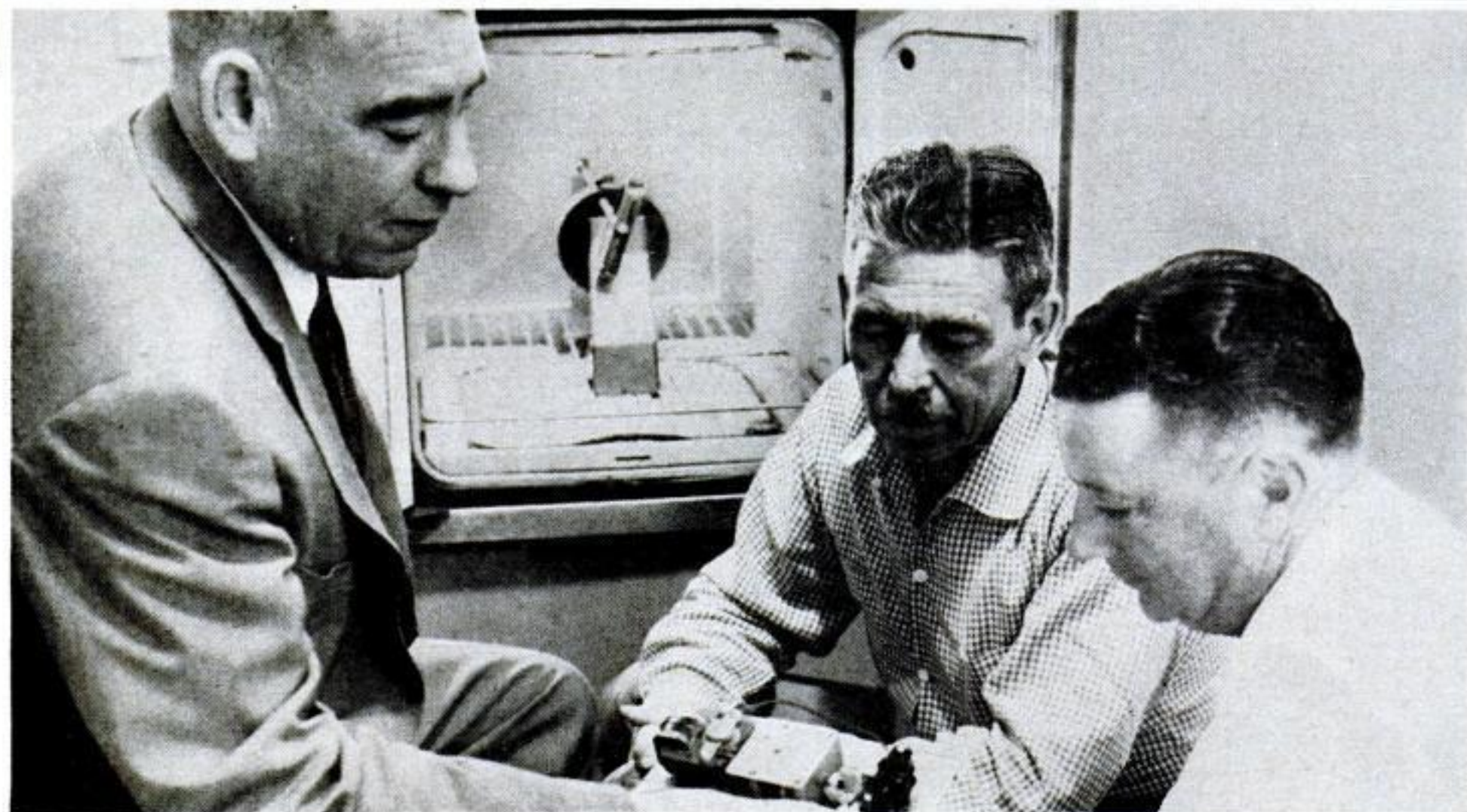
**NEW!**

As personal as your toothbrush!  
Comes in containers of different colors, so everyone in your family can have his own. Thus it  
Offers greater protection against spread of infection than any other nasal spray!  
Coats swollen nasal membranes with a soothing spray that shrinks swelling, relieves nasal congestion.  
Sweeps away stuffiness...dries up runny nose...relieves head cold miseries...  
Has you breathing freely again—fast!





**HOOSIER HOEDOWN** is held Saturday nights at Black Creek Conservation Club in Van Buren, Indiana. Land and materials for club were donated by Appliance Manufacturing Company, Inc., a General Motors supplier.



**ROTISSERIE ROUND TABLE** — Appliance President Bill Crimmins, Sales Mgr. Omer Collins and Vice President Vern Davis discuss rotisserie drive designed and built for Frigidaire.



**SAVINGS HAVE SHOT UP** since Appliance Manufacturing moved to Van Buren. Here Appliance President Bill Crimmins—who is also V. P. and Director of Van Buren State Bank — talks over deposits with cashier Harold Rumple.



**NEW BUSINESS**—ladies' and children's shop—has started since Appliance arrived. Store Manager Vivian Coolman (l.) says Appliance families (like Engineer Bob Swartz, his wife Frances and Barbara and David) account for many sales.



**BIGGER BUSINESS**—Variety Store in Van Buren has doubled in size, raised sales substantially since Appliance came to town. Salaries which Appliance workers like Beulah Smith and Donna Slusher earn help account for better business.



**BETTER BUSINESS** of Eakins Food Market comes largely from Appliance payroll and Appliance workers like Mildred Whitecotton and Kathryn McDonald. Store has increased stock, added departments, raised sales since Appliance arrival.



# How a "switch in time" for General Motors brought success to a small business

**T**ELL FOLKS in Van Buren, Indiana, that opportunity knocks only once and they'll tell you that's all a good man needs.

What's more, they'll prove it by pointing to William C. Crimmins, President of Appliance Manufacturing Company, Inc.—supplier of electric switches and controls to just about every major appliance maker in the country.

Talk to Bill and you'll see what they mean. For when Bill moved his six-months-old company to Van Buren eleven years ago, he had a handful of employes, a few machines, and a couple of customers—including General Motors' Frigidaire Division.

But today Bill will tell you that one of the reasons he and his company have succeeded is that he jumped when opportunity knocked—in the form of a phone call from Frigidaire—in 1946.

## Delivering the Goods

**F**RIGIDAIRE was about to start production on a new line of electric ranges and found it necessary to obtain an additional source of supply for broiler control switches. They put in a hurry-up call to Bill: Could he come through in the pinch?

That was the break Bill—and his fledgling company—needed. He said he could and would.

Could—and did. Bill tooled up his plant in record time, hired extra hands in Van Buren. Night and day, for more than a month, switches flew to Frigidaire by special courier plane. Result: Frigidaire assembly lines rolled on schedule—and Bill got a steady customer who has bought well over a million dollars in switches and controls in the past ten years.

Today, for instance, Appliance is in

regular production on 18 different Frigidaire items. And scores of other parts for a dozen different customers are being turned out, too.

## Good Signs of Good Times

**A**PPLIANCE now has two plants in Van Buren, two more in two other nearby towns, sales close to \$2,000,000 a year. But Bill and his company aren't the only ones who've benefited. Van Buren's doing a lot better, too.

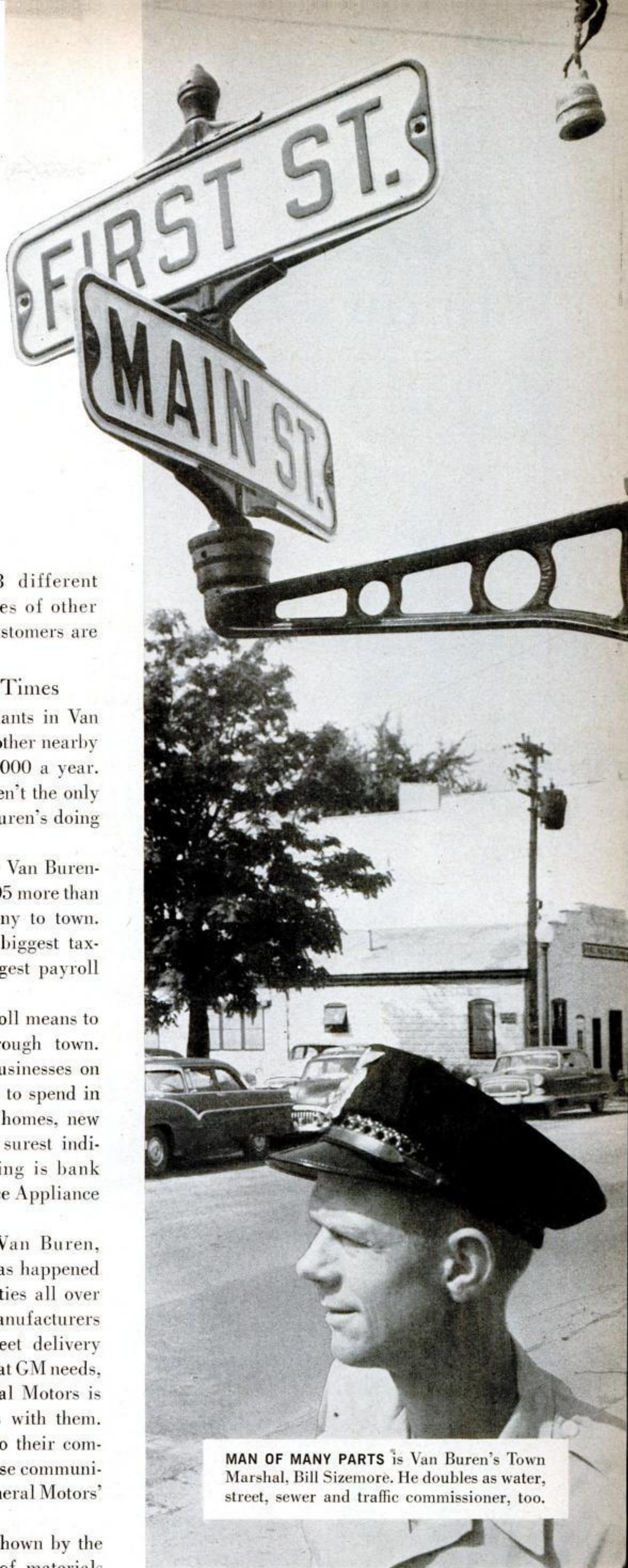
Today there are about 120 Van Burenites busy making switches—105 more than when Bill moved his company to town. The company is the town's biggest taxpayer—and provides the biggest payroll Van Buren has.

You can see what this payroll means to Van Buren by walking through town. There are new or growing businesses on every side, folks with money to spend in every store, freshly painted homes, new ones going up. Perhaps the surest indicator of how folks are doing is bank deposits—up almost 40% since Appliance came to town.

What has happened in Van Buren, Indiana, is typical of what has happened in hundreds of towns and cities all over the United States. Local manufacturers have found that, if they meet delivery dates with quality products that GM needs, at competitive prices, General Motors is interested in doing business with them. New business has flowed into their communities—and as a result, these communities in every state share in General Motors' success.

How much they share is shown by the fact that outside suppliers of materials and services receive, in total, close to 50¢ of every dollar that General Motors takes in from the sale of its products.

GENERAL MOTORS—Good people to work for—Good people to deal with



**MAN OF MANY PARTS** is Van Buren's Town Marshal, Bill Sizemore. He doubles as water, street, sewer and traffic commissioner, too.

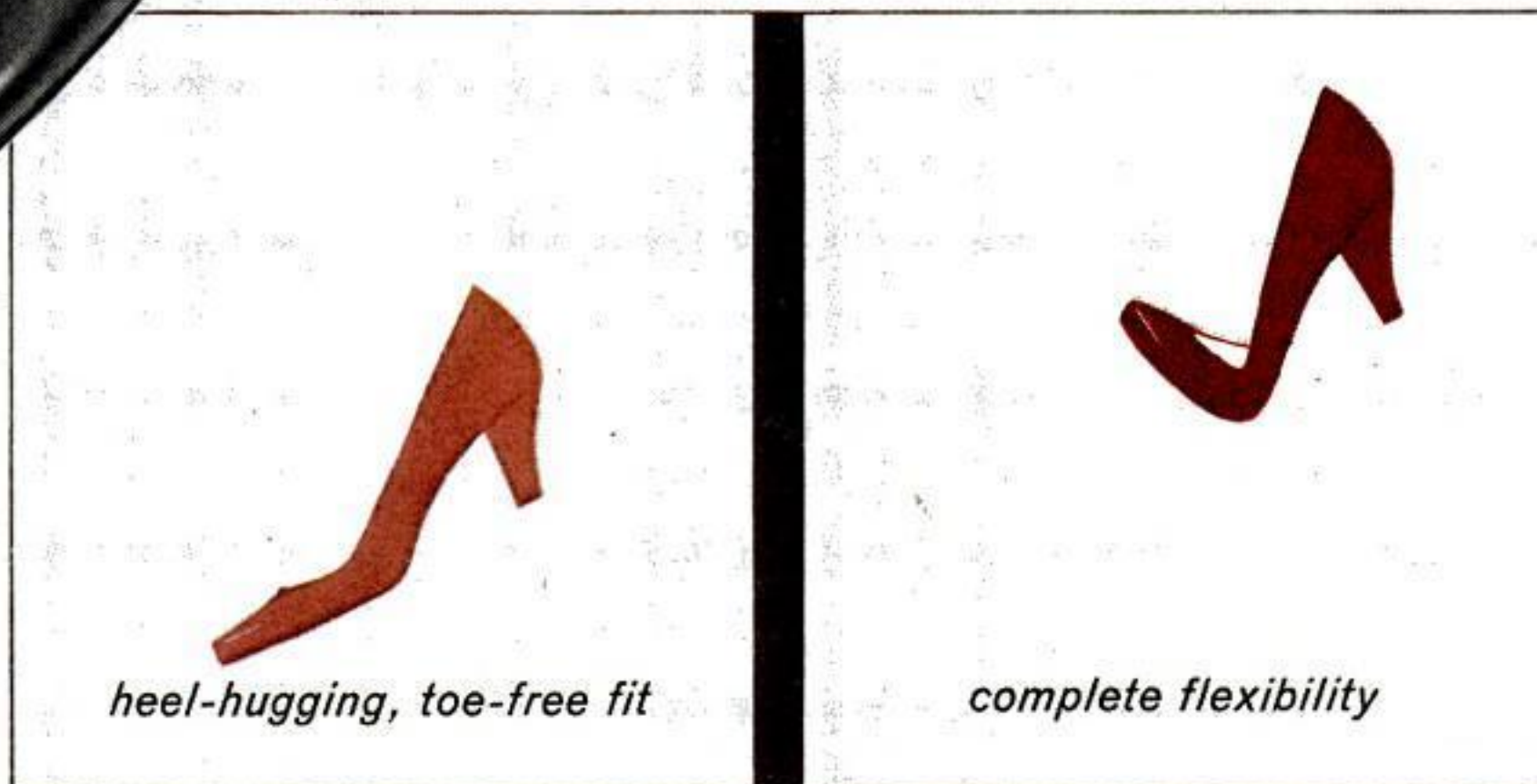
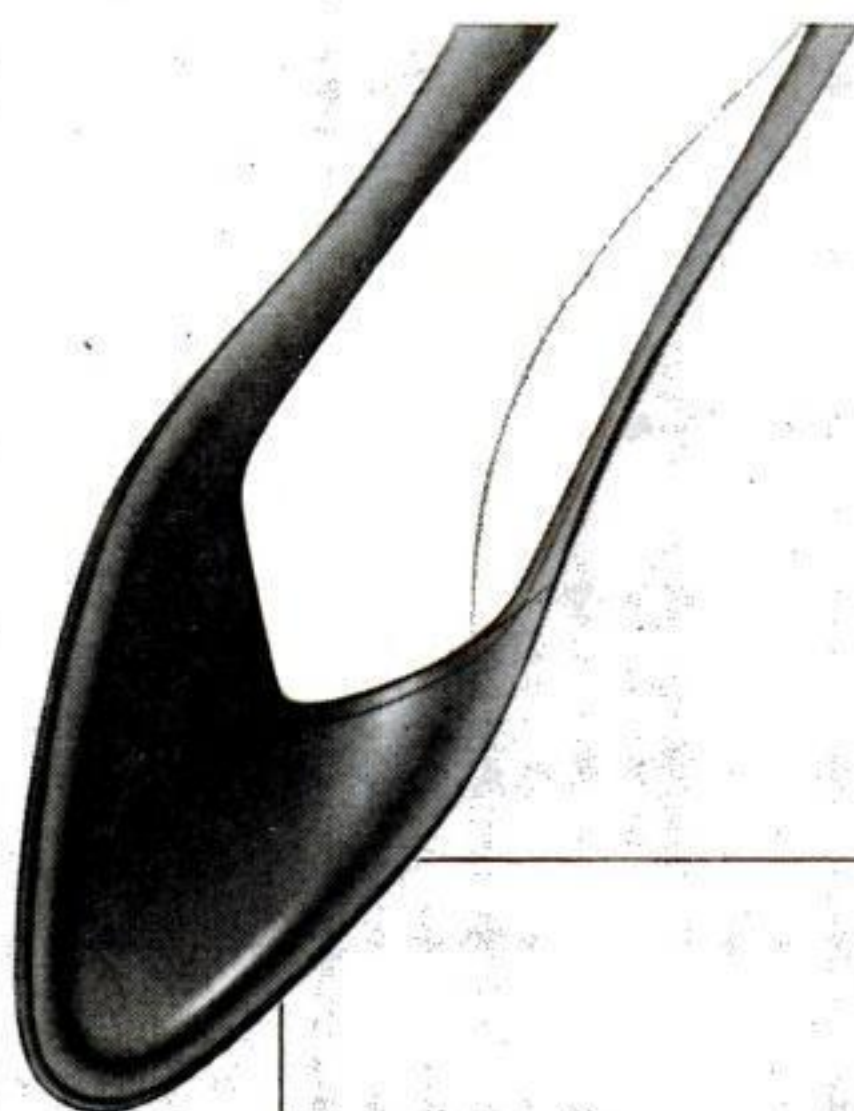
## Small "Small" Business

About 64% of the 26,000 suppliers of goods and services to General Motors Divisions are *very* small businesses — employing less than 100 persons. Yet on the average, each of these small "small" businesses supplies at least two GM Divisions.

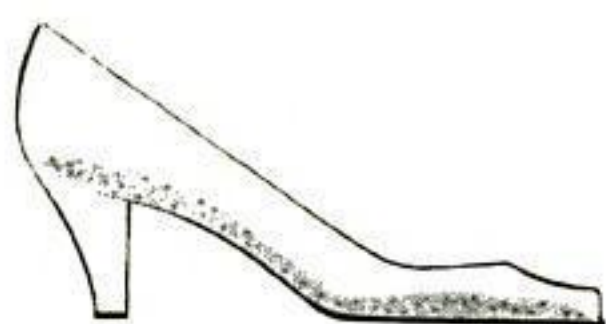




*Quality at your feet*



another Naturalizer first  
the new amazing pump  
gently narrowed



*cork-cushioned heel to toe*

Now—added to all the qualities that made the  
Amazing Pump America's most  
bought shoe . . . the gently narrowed wall toe  
. . . and the smooth molded fit of a  
concealed elasticized collar.

**11.95**

Other styles, 8.95 to 12.95. Higher Denver West and Canada

*Naturalizer*  
THE SHOE WITH THE BEAUTIFUL FIT®



*looks good from any angle*

FOR NEAREST DEALER WRITE NATURALIZER DIVISION, BROWN SHOE COMPANY, ST. LOUIS. ALSO MANUFACTURED IN CANADA BY PERTH SHOE COMPANY, LTD., PERTH, ONTARIO

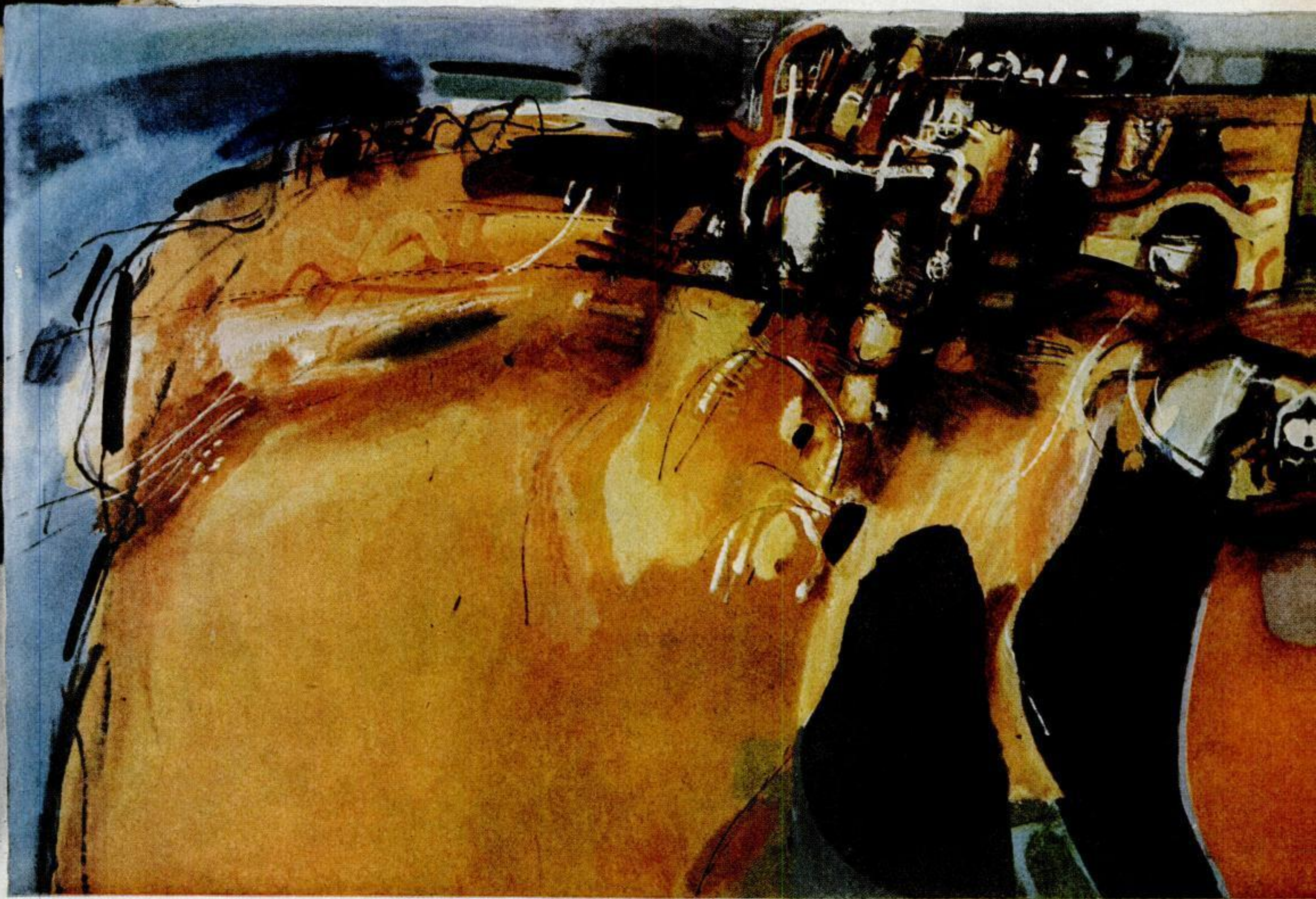


# LOOK OF THE WEST INSPIRES NEW ART

For most Americans, art of the West has long seemed synonymous with the paintings of cowboys made famous by Frederic Remington. Today a startlingly different art is emerging. It is abstract and imaginative, completely lacking in Wild West trademarks but still vividly related to the character of the western landscape in which it was produced—the spaciousness of California valleys and the massiveness

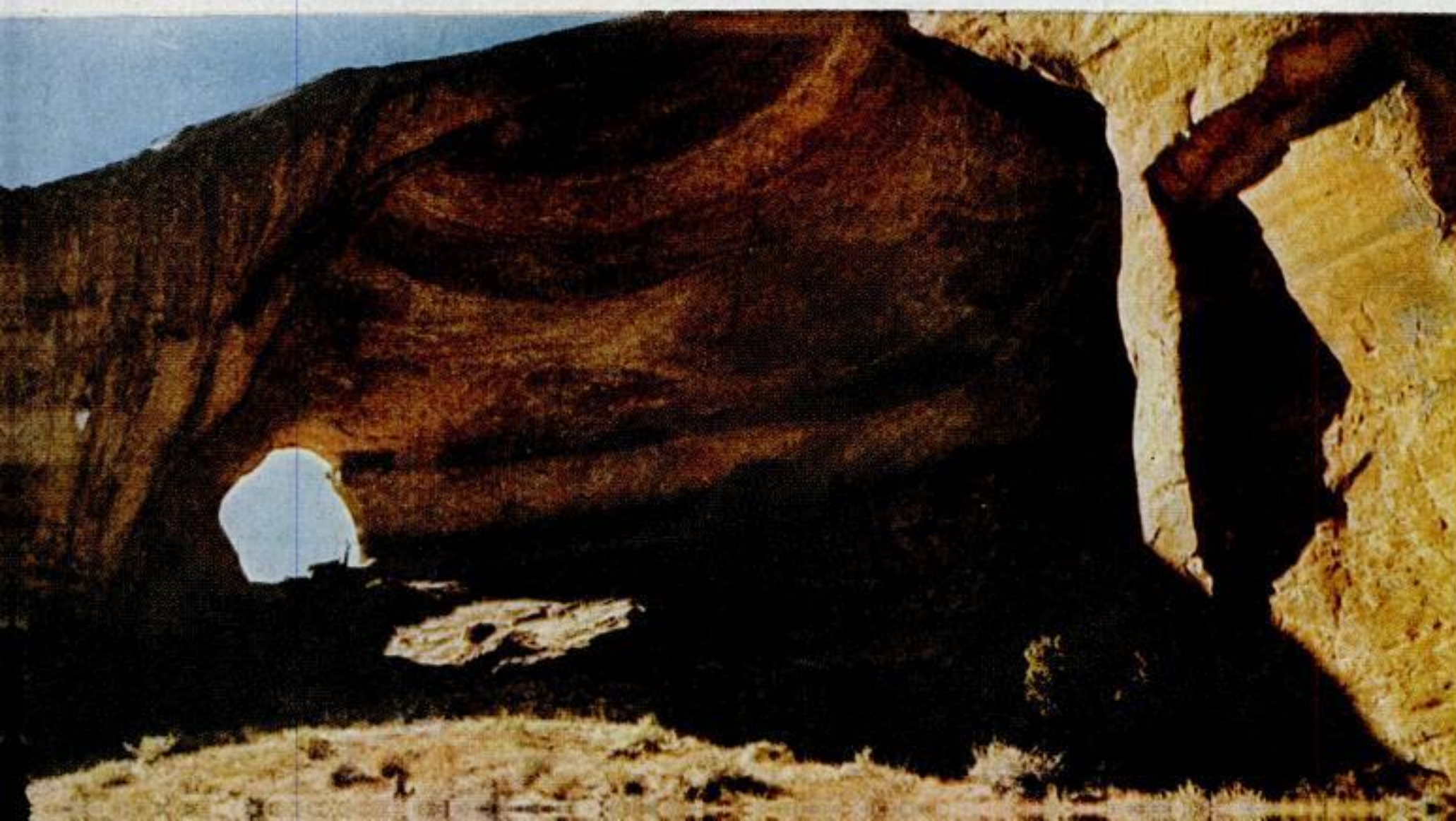
of Colorado boulders, the shifting mists of the Oregon coast and the burnt hues of Utah canyons.

Creators of this arresting new art are four painters who are only now becoming nationally known. Shown here with a characteristic work and a view of the kind of landscape that inspired it, they have made skillful use of modern styles to embody their own vital response to the world of nature in the West.



## VARIED DRAMA FROM UTAH CANYONS

The primeval shapes and rich colors that enliven the landscape of Utah are a constant stimulus to 28-year-old Douglas Snow, who lives in Salt Lake City. While an art student in Michigan he painted scenes of everyday life in a realistic manner. But back in Utah the soaring mountains and bizarre formations of the region compelled him to develop an abstract style to convey the variety and rugged drama of the land. The painting above is based on his impressions of Bryce Canyon (*left*) and on the excitement he feels in seeing the jagged Salt Lake City peaks looming against the sky.

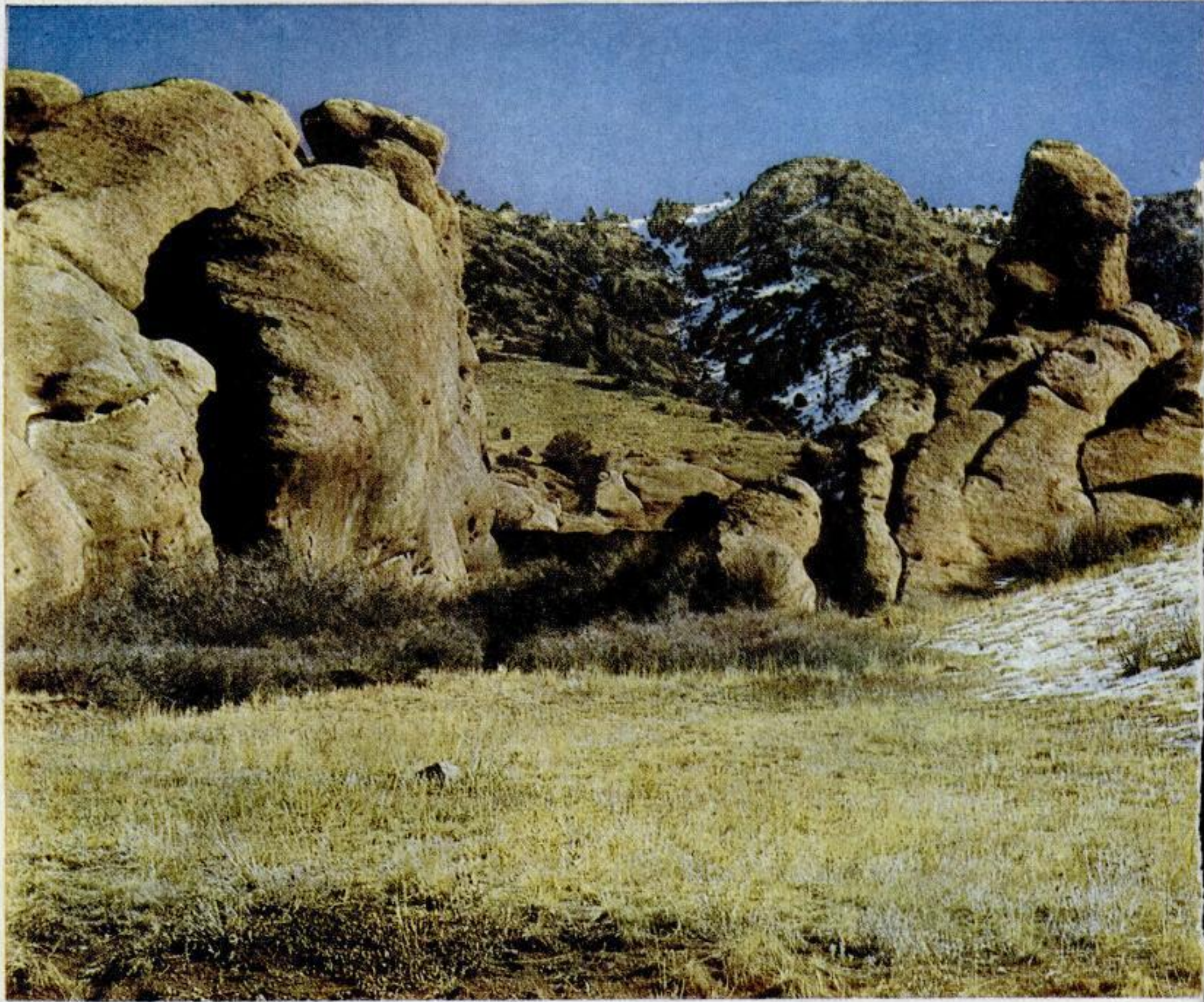


CONTINUED



## ROUGH-HEWN FIGURES FROM COLORADO ROCKS

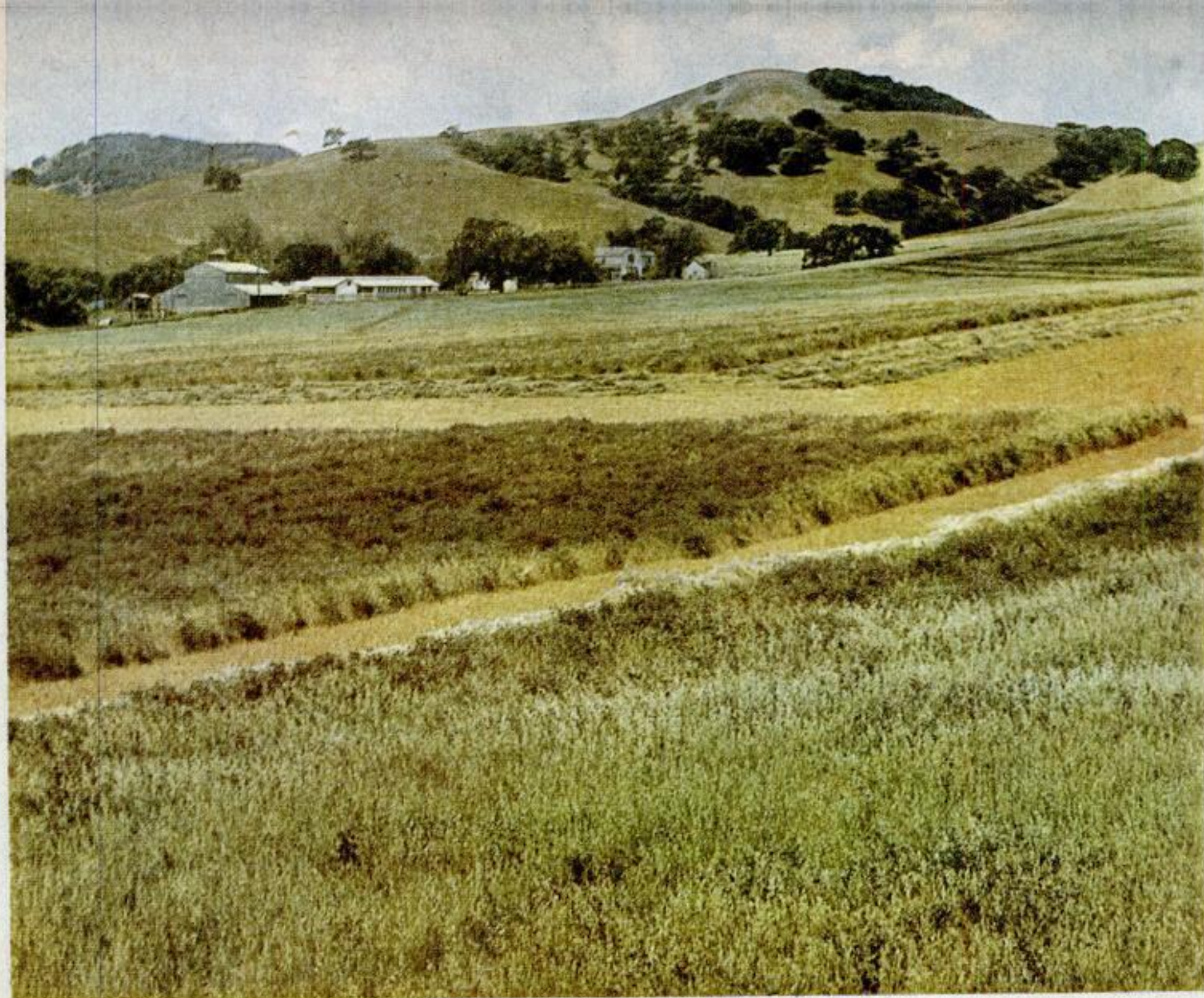
Before he moved to Colorado in 1952, Chilean-born Enrique Montenegro created nonobjective flat paintings. But the mountainous territory around Central City and Denver, with its massive rock forms and deep vistas, aroused a desire to create an effect of massiveness and of depth in his art. He began to portray human subjects like the reclining figure (*below*), giving them the rough-hewn boulderlike shapes and the sense of space that appear in the view (*right*) of the Red Rocks area near Denver. Now 39 and a U.S. citizen, Montenegro is currently developing his Colorado-inspired art at the University of Texas, where he is teaching.





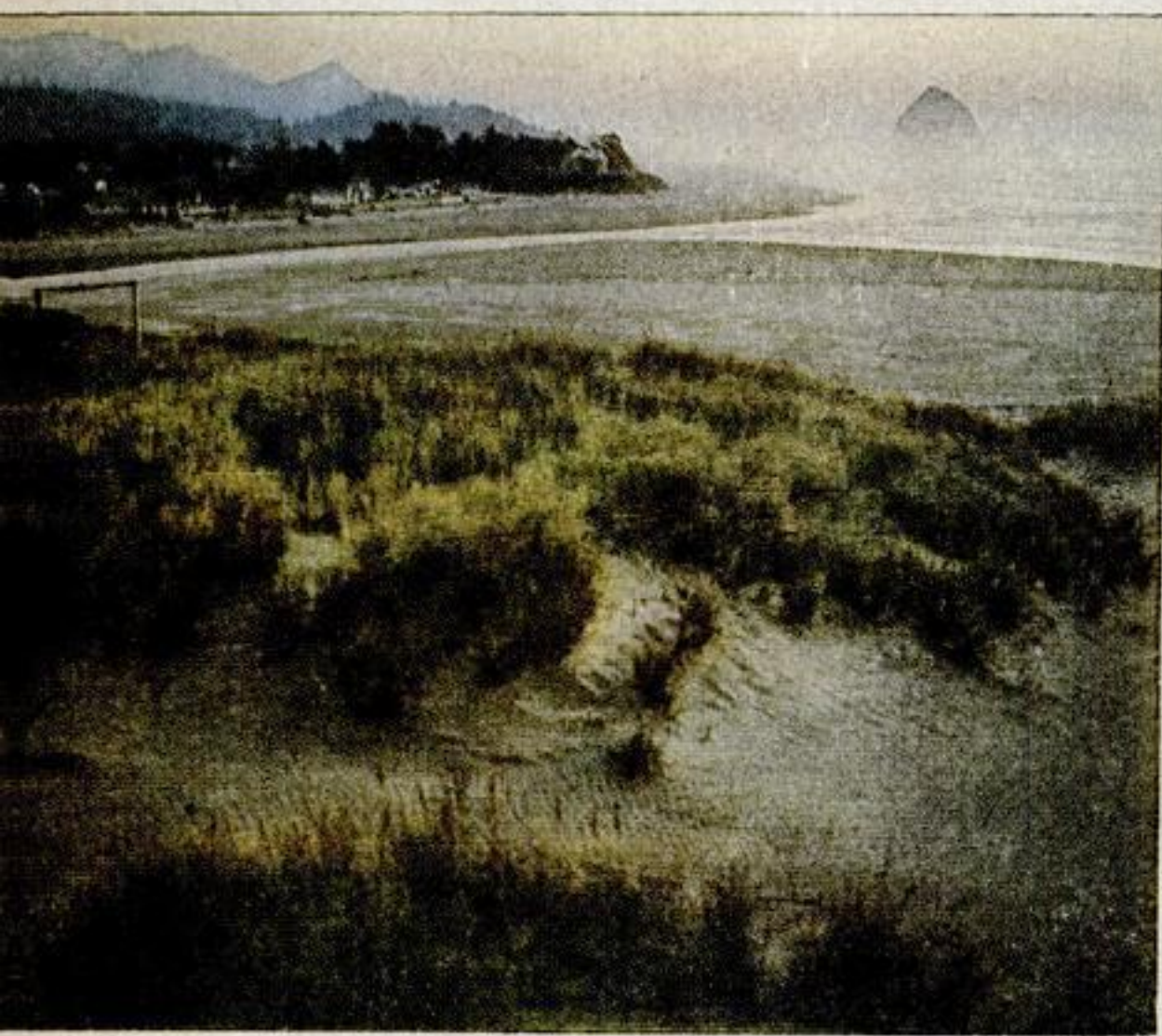
## SWEEPING PATTERNS FROM CALIFORNIA FIELDS

Brought up in San Francisco, Richard Diebenkorn became a leading member of a group of West Coast painters working in the imported East Coast style of abstract-expressionism. But when he moved away from the group and went to live in New Mexico, he began to create a less abstract art based on recollections of the California landscape he had left behind. Now back in California and settled in Berkeley, the 35-year-old artist has poured out a vigorous and colorful array of paintings like the 1955 canvas below. Painted with rough strokes, its broad forms recall the sweeping patterns of the fertile lands (*left*) north of San Francisco.



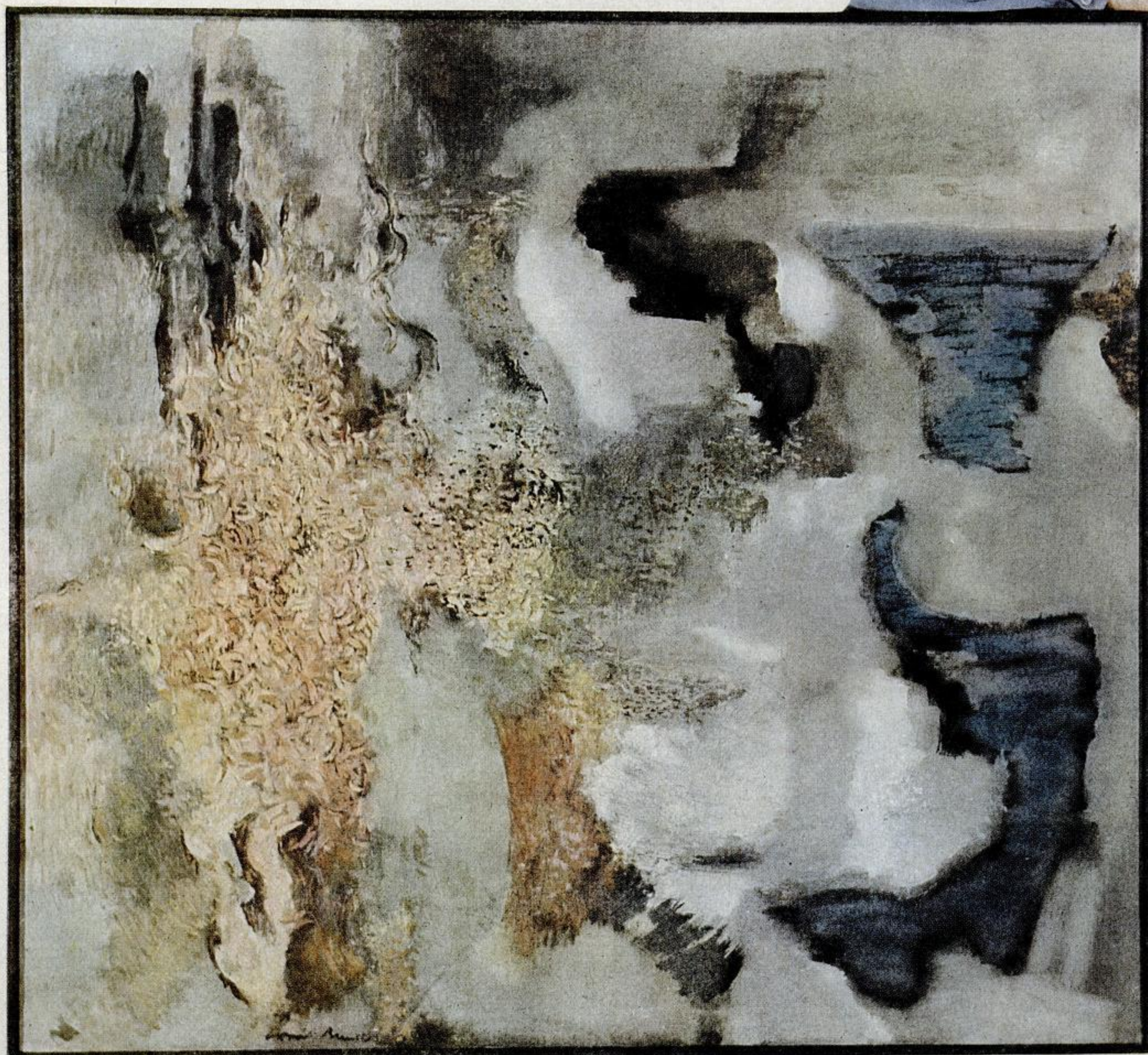
CONTINUED





## SHIFTING IMAGES FROM OREGON SHORE

From the time he was a boy in Oregon, Louis Bunce liked to explore and sketch the coastal regions near his home in Portland. But it was not until he returned from a three-year stay in New York, where he absorbed the styles of abstract art, that he felt ready to interpret the special moods and qualities of the Oregon coast. Fascinated by the shimmering atmosphere, the come and go of sea and sand, he created paintings like *Beach*, *Rising Mist* (below) emphasizing the shifting, elusive forms of vapors that drift over the ocean and dappled shoals in areas like Cannon Beach (left). Though now in what he calls his "sea period," 50-year-old Bunce also is inspired by the local woods and craggy ravines (opposite) which he translates into arrangements of simplified interlocking shapes to convey an effect of primeval solidity.



IN "CLIFFSIDE," PAINTED IN 1953, BUNCE DRAMATIZED PRECIPITOUSNESS OF GORGE BY SHOWING ONLY SLIVER OF SKY AT TOP →







# Wake up Wonderful!



## Get the firmness that's right for rest!

## Get the *buoyant* firmness of Beautyrest!

Only in Beautyrest do you get ideal firmness—the firmness that's best for comfort, best for rest, and the best for your back. *Buoyant* is the word for Beautyrest.\* This *buoyant* firmness is important to natural, restful sleep.

Beautyrest is made with twice as

many springs—and with springs that are independent and free to push up and support, firmly but gently, the weight and shape of your body. See in the pictures below how different Beautyrest is from other mattresses.

Beautyrest firmness was tested dur-

ing 3,142 scientific sleep tests measuring mental and physical reactions of actual sleepers. Result:

**Beautyrest firmness was proved to give more refreshing sleep** than any other type of mattress. Tests conducted by the United States Testing Co., using

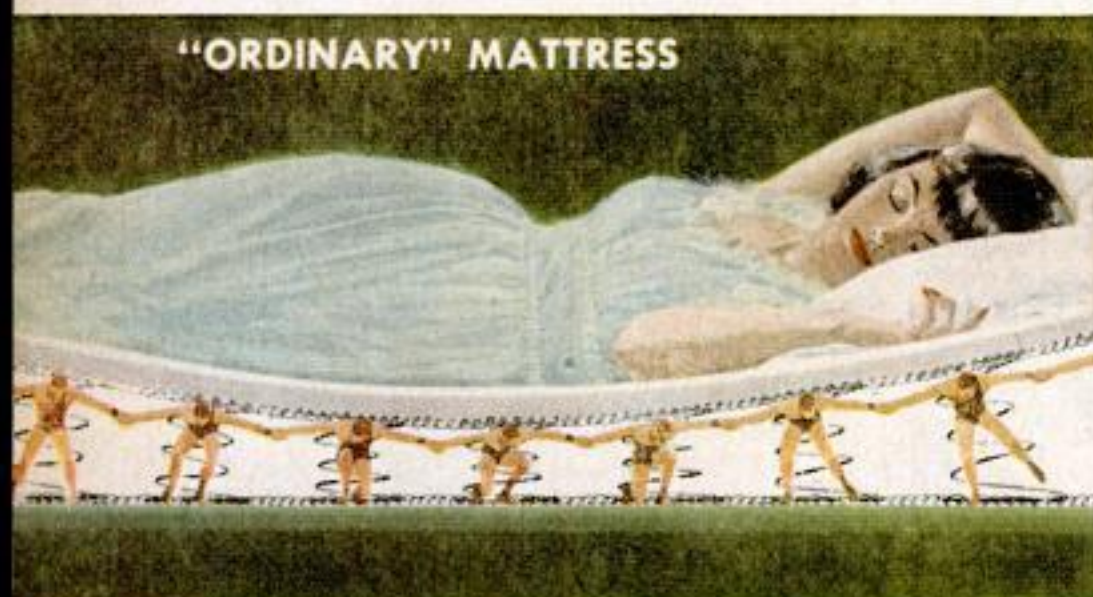
methods developed by the Sleep Research Foundation.

**Beautyrest at \$79.50 costs least to own**, in spite of its costlier construction. Endurance tests prove Beautyrest lasts 3 times longer than any of 20 mattresses tested. With a 10-year guarantee, costs only about 2¢ a night.

For firm protection, more refreshing rest, long-lasting economy . . . choose Beautyrest. Normal-firm or extra-firm model . . . extra-length and extra-width also available.

Sleep on Beautyrest tonight . . . and tomorrow, wake up wonderful.

*Simmons*  
WONDERFUL  
*Beautyrest*



**Joined-together springs sag together!** Because they're wired together, these springs can't push up to support the weight and shape of your body. 200-300 springs in an ordinary mattress . . . and they all sag together.

\*Trade-mark Reg. U. S. Patent Office, Copr. 1957 by Simmons Co., Mds. Mart, Chicago, Ill.



**Separate springs give full, firm support!** Beautyrest has over 800 independent springs. Free to push up and firmly support your back, your weight, your shape. Only with Beautyrest do you get correct, sag-proof support!



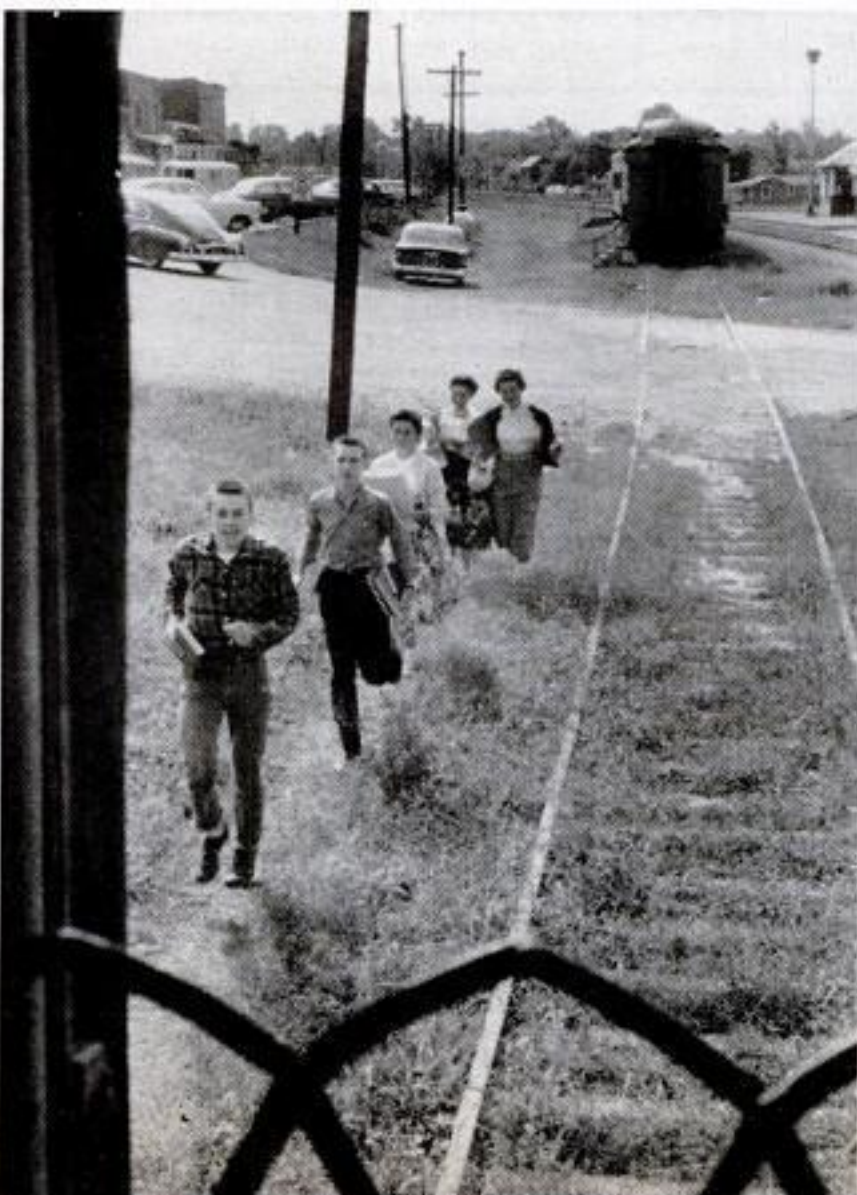


**WRECKED SCHOOL**, which was demolished by a tornado last June, is inspected by school officials.

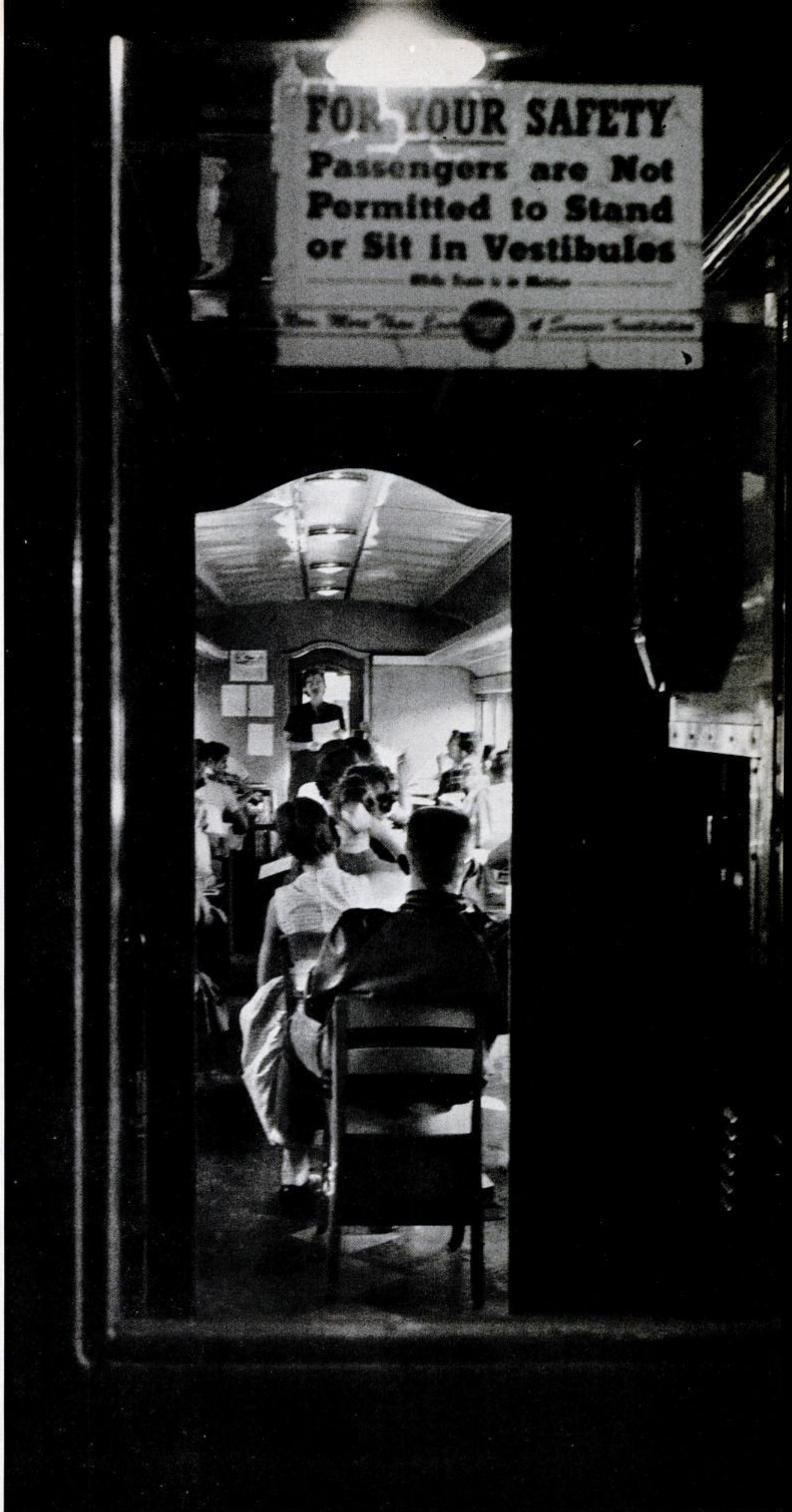
## CLASSROOM IN A RAILROAD COACH

When a tornado demolished the district high school in Desloge, Mo. last spring, no one was immediately put out because there were only two days until commencement. But a new building could not be finished for this year's classes, and Superintendent Marple Agee began scouring the little town (pop. 1,957) for temporary space. Not finding enough, Agee thought back on the days when he had been a railroad gandy dancer, wrote the president of the Missouri Pacific and asked if he could spare some coaches for makeshift classrooms.

A month later four stripped coaches arrived on a siding and were equipped with desks. With school now open, Desloge students are hustling between English in the coaches, math in the Baptist church and science in the fire house. But despite their commutation problems—involving jaunts up to half a mile—they are still maintaining their three-A standing in the state.



← **CATCHING THE TRAIN**, students run from class in town to coaches. Other coaches are across road.



**INSIDE THE COACH** a class listens to its English teacher. Each of the coaches holds up to 30 pupils.



# Rexall

## GET THRU<sup>®</sup> TO MUSCULAR PAIN



Rexall's revolutionary liquid pain-killer actually goes *thru* the skin and gets deep inside aching tissue to kill pain where it hurts. Will not burn, redden or irritate skin. 2-oz. bottle. **\$1.49**

## Guaranteed 5 Years KANTLEEK De Luxe HOT WATER BOTTLE



Holds more than 2½ quarts. Solid neck construction. The name "KANTLEEK" on rubber is like sterling on silver. **\$3.89**

KANTLEEK De Luxe Combination Syringe, \$5.10; De Luxe Fountain Syringe, \$4.59  
KANTLEEK NOSE AND THROAT ATOMIZER. Adjustable spray, leak-proof. \$2.29

REXALL ASPIRIN. No finer, faster-acting aspirin made—at any price. 5 grs. 100, **54¢**  
REXALL MI-31 ANTISEPTIC. Amber-colored mouthwash and gargle. Pint, **89¢**  
REXALL KLENZO ANTISEPTIC. Pint, **79¢**  
REXALL ALCO-MIST, aerosol. Soothing, refreshing. Spray on, rub briskly. 7-oz., **98¢**  
REXALL ACNOTHICIN, antibiotic acne remedy, hides the blemishes as it speeds healing. Highly effective! 1½-oz., **98¢**  
REXALL SLEEP TABLETS. 18, **98¢**  
REXALL BISMA-REX Powder relieves acid upset stomach. 4¾-ounce, **89¢**

## All New! REXALL DE LUXE TOOTHBRUSH

New handle! New case! New bristles—hundreds more to the brush. With super-fine Hyzon bristles you can clean more thoroughly than ever. The clear plastic case becomes a holder for travel. Choose from 6 medically-approved styles; Hyzon or natural bristles; soft, medium or firm texture. **69¢**



# 1,439 Winners!

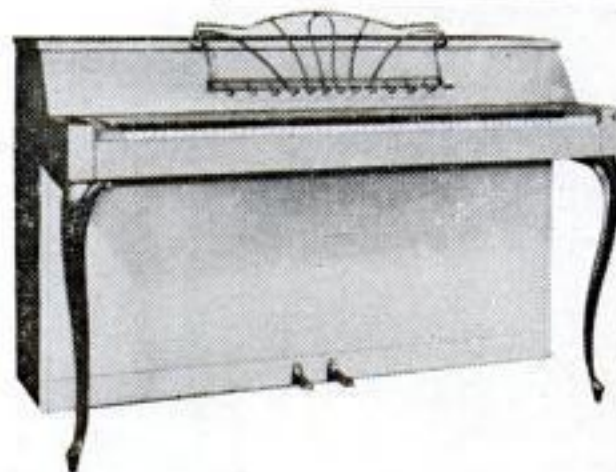
# \$100,000.00



FIRST 3 WINNERS  
TRIP FOR 2  
TO RIO DE JANEIRO  
VIA VARIG AIRLINES

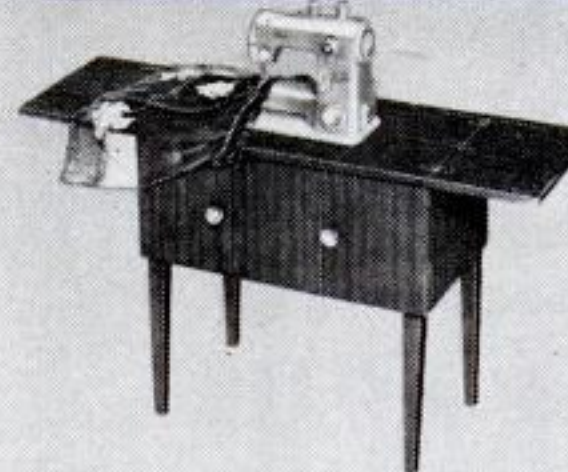
DREAM TRIP VIA VARIG AIRLINES FOR 3 LUCKY WINNERS. Three couples will fly to South America via VARIG, the Brazilian Airline, in above-the-weather air-conditioned Super-G Constellation luxury for 14 memorable days in Brazil... finest accommodations, relaxing time on famous Copacabana Beach, glamorous night life, and excursions to Sugar Loaf, Corcovado, Sao Paulo, Santos, Juaruja, Bahia and Salvador.

## 15 WINTER SPINET PIANOS



A MAGNIFICENT PIANO BY WINTER will go to the next 15 names drawn in these Sweepstakes. Living wood tones... beauty in style and color never before obtainable by America's foremost piano manufacturers... make a WINTER piano a dream come true!

## 20 BROTHER PACESETTER SEWING MACHINES

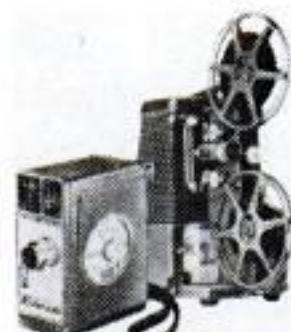


Famous BROTHER sewing machines, featuring the exclusive "Wishing Dial," will go to the next 20 names drawn in the Sweepstakes. "See it, dial it, sew it! Wishing makes it sew" with the BROTHER's stitch-control dial.

## 40 HANOVER FINE CHINA SETS



America's most exquisite china to next 40 names drawn in Rexall's big Sweepstakes. Choice of three patterns, including HANOVER's timeless design, SPRINGTIME. Each set, over \$300 value.



## 40 DeJUR 8mm "MOVIE MATES"

Projector and screen plus complete camera set to next 40 names drawn! You're always sure with DeJUR.

## 50 BURKE GOLF SETS

Winner's choice for next 50 names drawn! Chick Harbert autograph sets for men, Lady BURKE sets for women!

## 65 WALTCO FISHING SETS



"Fit for a king" fishing equipment for next 65 winners. Two deluxe matched fishing rods and "Ny-O-Lite" Reel.



## 50 CUMMINS POWER TOOL SETS

for the next 50 names drawn. Favorites of "Do-it-yourself" fans! Each winner will get a CUMMINS "Maxaw" and a CUMMINS Drill Kit.

## STOP COLD MISERIES IN YOUR FAMILY

Any Colds at Your House?

Look for this display at your Rexall Drug Store



## 6-Way Relief REXALL SUPER ANAPAC

Bioflavonoid and vitamin C promote resistance while anti-histamine and APC relieve colds at every stage. 30 tabs, \$1.79; Juniors, 24, 79¢; 12, 98¢



## Breathe Easier... Fast! REXALL OXY-BIOTIC A. H. NASAL SPRAY

Swift relief from nasal congestion and hay fever! Antibiotic with anti-histamine, in handy pocket atomizer. More than 200 applications. 20 cc. **\$1.19**

## FREE! Chest Rub Inhalant when you buy REX-RAY VAPORIZER



½-gallon size. Automatic shutoff for safety. UL-approved. Save now! Both, Reg. \$5.74 **\$3.88**

REXALL CHERROSOTE COUGH SYRUP has 12 active ingredients. Pint, \$1.65; ½-pt. **98¢**  
REXALL NASAL-ATOR INHALER, **69¢**  
REXALL ANAPAC Cold Tablets give relief at every stage. 72, \$1.79; 36, 98¢; 15, **49¢**  
REXALL ANTIHISTAMINE TABLETS. 25 mg. Bottle of 100 tablets, \$1.79; 50, 98¢; 15, **49¢**  
REXALL TRIPLE ACTION CHEST RUB may also be used as a steam inhalant. 2-oz. **79¢**

REXALL ANTIBIOTIC COLD REMEDIES  
REXALL NASOTHRICIN. Nasal spray in ½-oz. squeeze bottle, **89¢**; dropper bottle, **69¢**  
REXALL LOZOTHRICIN Throat Lozenges. Antibiotic lozenges that actually check the growth of many harmful bacteria. Contain aspirin and benzocaine. 28, \$1.29; 12, **69¢**  
REXALL OROTHRICIN, antibiotic throat gargle and antiseptic. ½-pint bottle, **98¢**

## Save 66¢ REX-RAY HEAT LAMP



Ruby-red bulb with hard glass. Spotlights the heat right where it's needed. Reg. \$2.95 **\$2.29**



## Stops Tickle REXALL TRIPLE ACTION COUGH SYRUP

3-way action helps check coughing due to colds. Penetrates, soothes, helps relax cough reflex. Adult's formula, 4-oz. **98¢**

CHILD'S FORMULA, 3-ounce size, **79¢**  
TRIPLE ACTION NASAL SPRAY for children. Pleasant and effective! Handy ½-ounce squeeze bottle, **79¢**; dropper bottle, **59¢**



## Sore Throat? REXALL BIOKETTS

Antibiotic throat troches with terpin hydrate soothe coughs and simple sore throat due to colds. 35 tabs., **\$1.29**. Bottle of 15 tabs. **69¢**



## Save 31¢ REXALL MONACET A. P. C.

Aspirin, phenacetin, and caffeine for fast relief of headache and cold misery. 200, reg. \$1.29, now **98¢**

## Save \$1.96 ELECTREX HEATING PAD



Comforting warmth! 3-heat, wetproof. Removable flannel cover. Safe; UL-approved. Reg. \$6.95 **\$4.99**

REXALL DRUG PRODUCTS ARE GUARANTEED TO GIVE SATISFACTION OR YOUR MONEY BACK



# SUPER PLENAMINS SWEEPSTAKES

## 1958 FORD V-8 2-DOOR SEDAN



DREAM CAR FOR NEXT LUCKY WINNER. Second prize is a new FORD V-8 Custom 300, complete with radio and heater! You may soon be at the wheel of this popular car...if your name is the fourth to be drawn in Rexall's big Super Plenamins Sweepstakes.



## 40 DELUXE CALORIC GAS RANGES

The CALORIC's new automatic Thermo-Set burner ends guesswork, makes cooking automatic! No more burning, sticking, scorching! 40 lucky winners will get this deluxe CALORIC Range.



## 40 EVANS BICYCLES

to the next 40 winners. Popular FIRE-BIRD, America's foremost speed-king, with 3-speed gear shift.

## 75 EVANS TRICYCLES

Famous Imperial Velocipedes to next 75 names drawn in these Sweepstakes.

**PLUS** 1000 one-year Supplies of REXALL SUPER PLENAMINS

**NOTHING TO BUY!  
NOTHING TO THINK UP!  
NOTHING TO WRITE!**  
But Your Name And Address

ALL YOU DO IS ASK YOUR REXALL DRUGGIST TO TELL YOU ABOUT SUPER PLENAMINS... a question that could make your wildest dream come true! You may win a luxurious trip for two to romantic Brazil via VARIG AIRLINES, if yours is one of the first three names drawn in Rexall's Super Plenamins Sweepstakes. And there are 1,436 more chances your name will be drawn for one of the other fabulous dream prizes shown here. You will receive an official entry blank when you ask about Super Plenamins.

**11 VITAMINS, 12 MINERALS** with B<sub>12</sub>, iron and true liver concentrate in *one daily tablet*... a formula so potent, so well balanced, that Rexall SUPER PLENAMINS have become America's largest-selling vitamin-mineral product! Rexall's Super Plenamins Sweepstakes ends November 30, so enter now at your Rexall Drug Store. Contest subject to state, local and federal laws. Your chance to win is as good as anyone else's!

**Bottle of 144, \$7.95  
72, \$4.79. 36, only \$2.59**

For children aged 6 to 12, ask about Super Plenamins, Junior



## Guaranteed 60 Days SPUNTEX NYLONS

Box of 2 Pairs \$2.98

New twin-thread knit makes these sheer nylons wear twice as long because they resist snags. You're unconditionally guaranteed 60 days' wear from this box of 2 pairs. 60 gauge, deluxe sheer DuPont Nylon; exquisite shades.



Save 1/2

## CARA NOME LIQUID CREAM SHAMPOO



Luxurious, lanolin-rich lather leaves hair as lustrous as a model's. Extra-large, 12-oz. professional size. Lasts for months! **Reg. \$2.00 98¢**

## CARA NOME BATH OIL

Less than 1/2 price! A few drops soften and perfume the water; leave skin smooth and fragrant. **Reg. \$2.00 98¢**

## CARA NOME ESTROGENIC HORMONE CREAM

Super-rich lubricating cream for women over 30. Has 10,000 hormone units per oz. 1 1/2-oz. **\$2.00 Val. 98¢**

## NEW Save 41¢ STAG AFTER SHAVE LOTION



Stag's new lotion with the outdoor tang has proved so popular, we've added this bigger, 10-ounce size! **\$2.00 Value \$1.59**



**STAG LATHER BRUSH** has pure badger bristles in rubber. Reg. \$5.00... **\$3.69**  
**STAG COLOGNE...** **\$1.25**  
**STAG ELECTRIC PRE-SHAVE** sets up your beard for a cleaner shave. **\$1.00**  
**SEE THE COMPLETE LINE** of Stag Toiletries for men!

## REXALL TABLE SWEET

Put this smart decanter right on the table! New liquid sweetener has no calories, no sugar, no sugar-substitute flavor! 4-oz. **89¢**



## LUXURY FITTED ELECTRIC BLANKET



Guaranteed 2 years! New Acrilan blend is lighter, warmer, washable. 8" contour foot, color choice. UL-approved. Twin-bed size, **\$18.45**. Double-bed, dual control, **\$24.95**. Double-bed with single control illustrated. All prices include Federal Tax. **\$18.95**

This advertisement is run on behalf of 10,000 independent druggists who recommend and feature products of the Rexall Drug Company. These suggested retail prices are effective through November 30, 1957 and are subject to Federal Excise Tax where applicable. Right reserved to limit quantities. Rexall Drug Company, Los Angeles 54, California.

**Rexall**

## BOBBY PINS

Helen Cornell. Rubber-tipped ends protect hair and scalp. Card of 72, black or bronze, reg. 25¢, now 19¢ or **2 FOR 35¢**

## HOUSEHOLD GLOVES

Lady Fair plastic gloves resist acids, detergents, insecticides. Non-slip surface. Choice of sizes. **69¢**

## FACIAL TISSUES

Rexall Luxury Tissues are soft, yet strong. Come in popular pastel colors. Save on big box of 500. **32¢**

## CHRISTMAS CARDS

Cello Packs. Full-color Kodachrome, sparkle-cards, modern, traditional. Big pack with env's. **39¢**

## EARLY-BIRD CHRISTMAS BUYS

### CHRISTMAS CARDS

**BIG VALUE BOX.** 50 tall slims, many with metallic glitter. Special **98¢**  
**QUALITY BOX.** 25 unusual cards. Special **89¢**  
**RELIGIOUS CARDS.** 15, **69¢**  
**"MERRY CHRISTMAS" BOX.** 16 tall slims. **69¢**



**FAMILY BOX** of 36 beautiful and distinctive cards, a buy at **\$1.49**

**OTHER SMART, BOXED CARDS FROM 50¢**

### CUDDLY WILD ANIMALS



Only **\$3.99**

Choose this huge, huggable Tiger or a lazy, lovable Leopard - each with a coat of soft plush fur. The green-eyed Tiger, lounging but ready to lunge, is more than 2 1/2 feet long from snout to the tip of his tail. The lazy Leopard is so relaxed you can almost hear him purr. Ea., only **\$3.99**

### REX-RAY FAN HEATER

Portable, powerful, priced low! The coils heat fast; the fan blows warm air. Streamlined, smart colors, UL-approved. **\$9.95**



### WESTCLOX

**THREE BEAUTIFUL WATCHES** for women, with the Westclox full-year guarantee!

1. **BLACK-FACED COQUETTE**, a dark modern beauty with gleaming silver-color case. **\$12.95**
2. **THE WESTCLOX COQUETTE**. Ultra modern numeral marks, golden hands, second hand. Smart, slender leather band. **\$11.95**
3. **THE COQUETTE** with expansion band, **\$12.95**



**COLBY POCKET WATCH** for men, reg. \$2.98, **\$2.57**

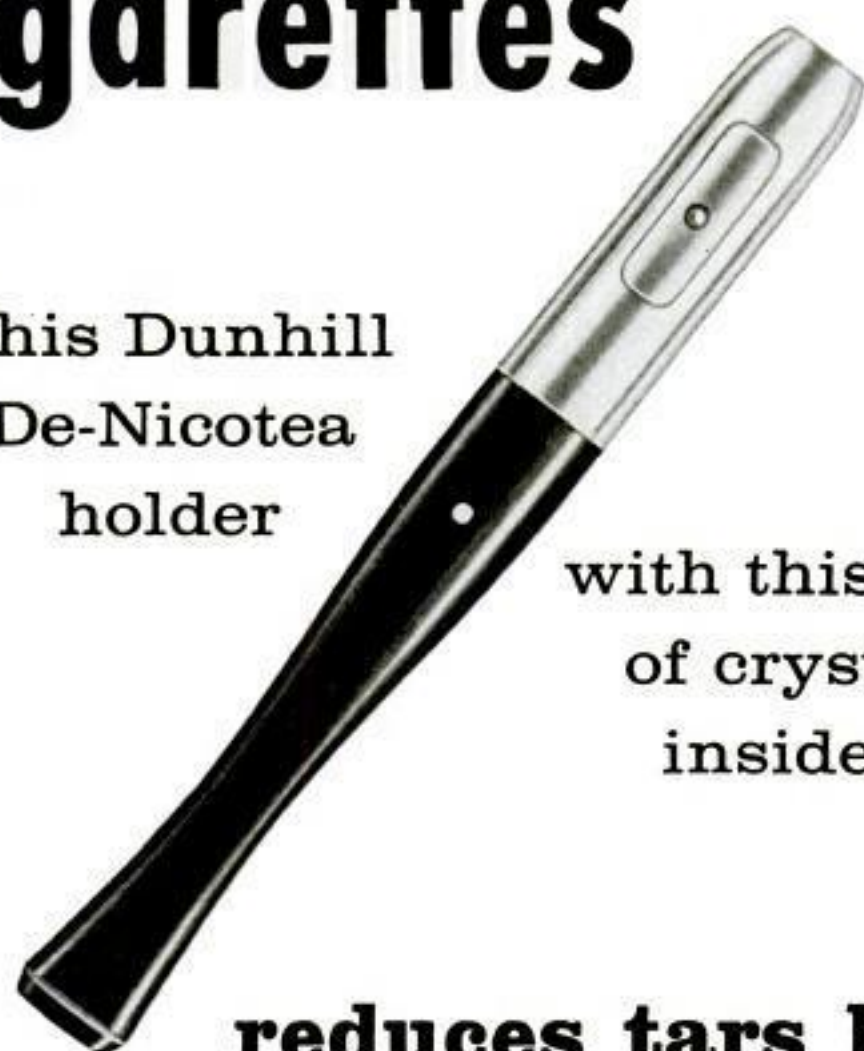
YOU CAN DEPEND ON ANY DRUG PRODUCT THAT BEARS THE NAME REXALL



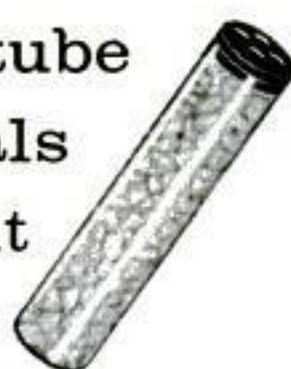
# So good it even filters the filter-tip cigarettes



This Dunhill  
De-Nicotea  
holder



with this tube  
of crystals  
inside it



**reduces tars by 31.8%  
and nicotine by 33.3%**  
when used for a full pack

## Here's the laboratory proof

Scientific tests were conducted by a firm of Consulting Chemists who prepared several of the most important reports on cigarettes. They tested a leading brand of filter-tip cigarettes and found that one

De-Nicotea Filter absorbs and keeps out of your system the tars and nicotine shown in the table below.

The more De-Nicotea filters you use, the more protection you get. It's like cutting down on smoking without giving up a single cigarette!

Number of Cigarettes smoked through one De-Nicotea filter	Tars Removed	Nicotine Removed
20 cigarettes	31.8%	33.3%
15 cigarettes	35.9%	37.0%
10 cigarettes	39.0%	37.0%



# De-Nicotea

crystal filter cigarette holder

\$2.50 INCLUDING EXTRA FILTERS ★ GOLD-TONE LADY DE-NICOTEA \$3.50 ★ AT STORES EVERYWHERE

## SEQUEL



**STARTING HIS PRACTICE** last April, Dr. Kato was called out on emergency his second day at work on island, was convoyed to sickbed by worried women.

## A BRIDE FOR DR. KATO

The residents of Tangier Island, Va. rejoiced last April when Dr. Mikio Kato, 33, arrived from Kobe, Japan (*LIFE*, May 20). Although they had built a new \$26,000 medical center, it had taken them three years to find a doctor who was willing to come out to their isolated fishing community in Chesapeake Bay. Shortly after his arrival Dr. Kato hired a pretty secretary, 21-year-old Emma Sue Crockett, a descendant of the island's first settler. As Dr. Kato's medical practice flourished, so did his friendship with Emma Sue. Three weeks ago, only six months after his arrival on Tangier, he and Emma Sue were married. While they honeymooned in New York City (*below*), the folks on Tangier rejoiced again. Now perhaps their popular new doctor could be persuaded to remain on Tangier after the expiration of his one-year contract.



**ON NEW YORK HONEYMOON** after visit to Niagara Falls, Dr. Kato and new wife (with 4-foot-tall replica of Empire State Building) walk on Fifth Avenue.



# '58 CHEVROLET

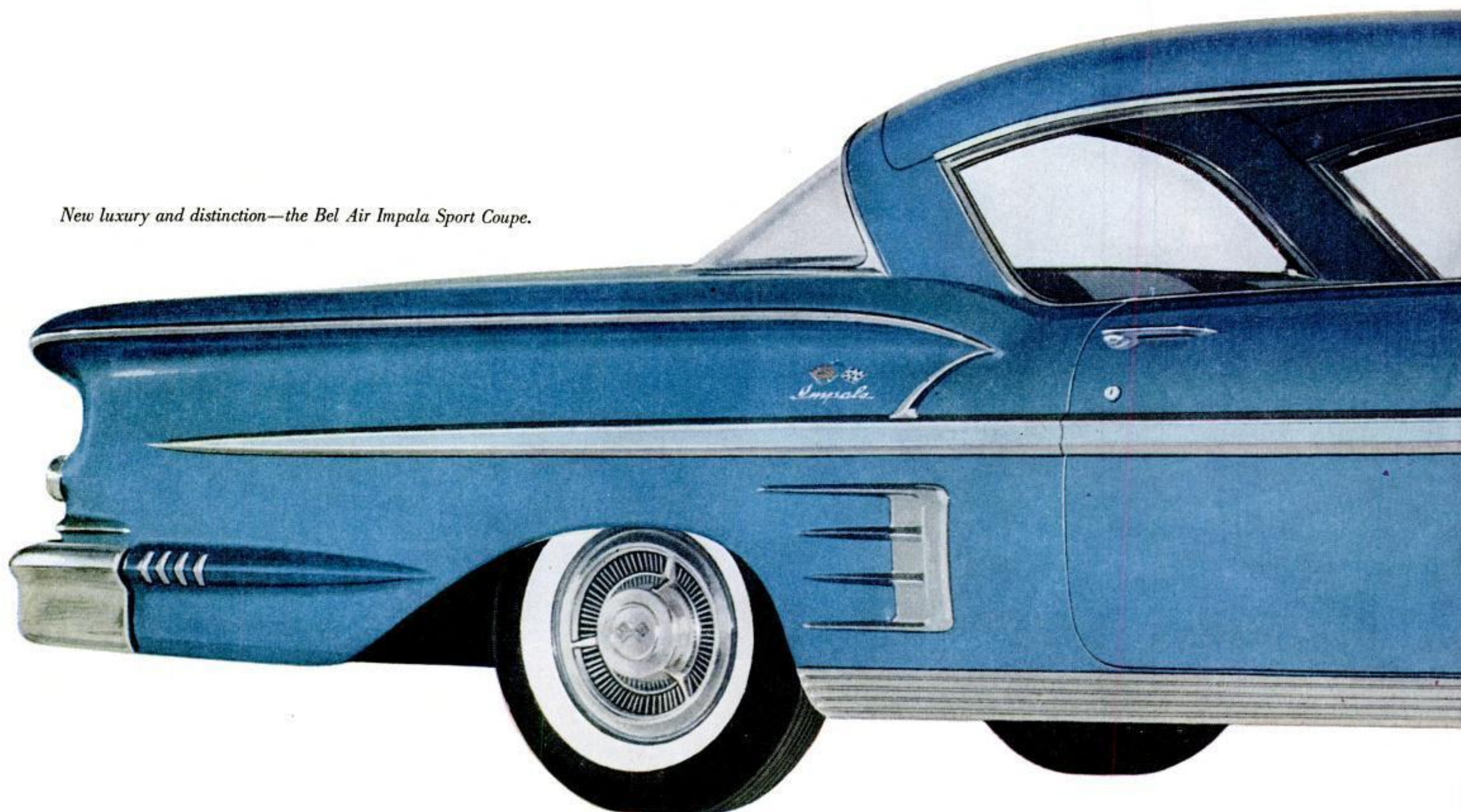


The 1958 Chevrolet Impala in Anniversary Gold, a new color created in commemoration of General Motors 50th Anniversary Year.

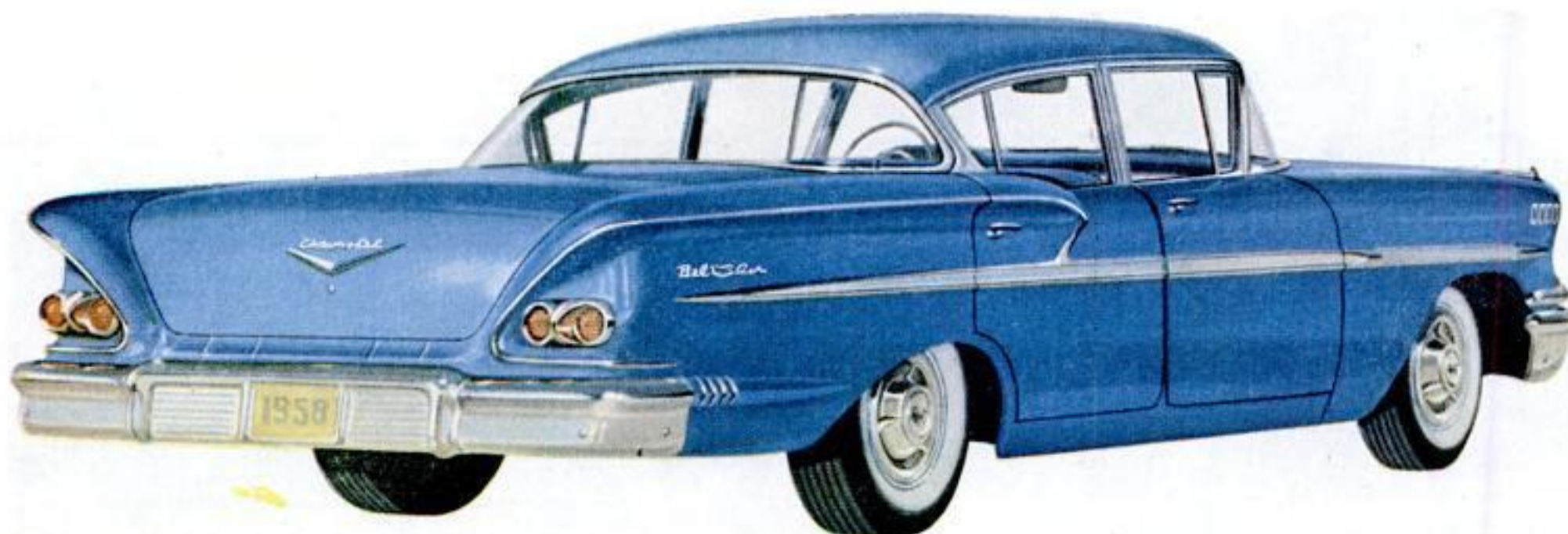
The biggest, boldest move any car ever made! *For more about it, turn the page...*



*New luxury and distinction—the Bel Air Impala Sport Coupe.*



# Almost too new to be true!



*The bold new Bel Air 4-Door Sedan.*



*The stylish new Nomad Station Wagon.*

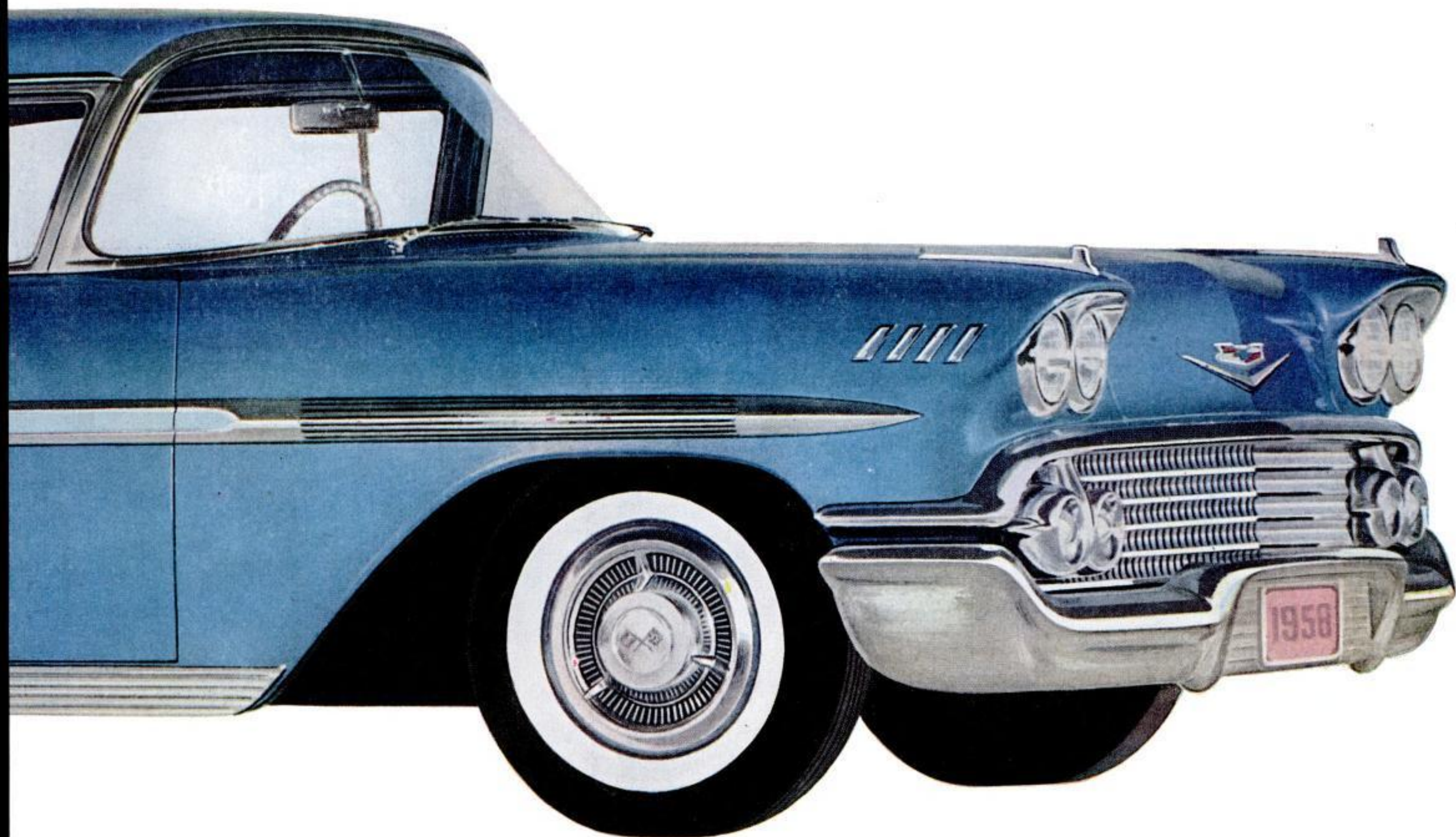
Here's styling that sets a new style! The beautiful '58 Chevrolet is nine inches longer, four inches wider and up to 2½ inches lower.



FORWARD  
FROM  
FIFTY

From dual headlights to gull-wing rear fenders, these are truly impressive cars. Interiors, wheel-bases, grilles, styling accents, fabrics and appointments — everything is new, luxurious, exciting!





# '58 CHEVROLET

*Never, never has a car been so wonderfully new in so many different ways! Here are radical departures in style, power and ride... all wrapped up in the longest, lowest, widest Chevrolet that ever said, "C'mon, let's get going!"*

Here are just *some* of the real surprises that await you in Chevrolet's three new series, its new line of station wagons, its eye-brightening array of 17 all-new models:

**A revolutionary new V8!** So new it even looks different on the outside—that's Chevy's Turbo-Thrust V8\*. Combustion chambers are *in the block*—a radical design development that results in super-smooth performance and high efficiency. Horsepower ranges up to 280. There are three new versions of the famous Turbo-Fire V8, too, including Ramjet Fuel Injection\*, and more power for the super-thrifty Blue-Flame Six.

**New body-frame construction!** The secret of Chevy's road-hugging lowness is the new X-design Safety-Girder frame. There's extra safety in the lower center of gravity... and new locked-together strength in the way this new frame is wedded to Chevrolet's new Body by Fisher.

**All-new 4-coil suspension!** Here's a fabulous combination of super-soft coil springs *and* the super stability of Chevy's exclusive four-link rear suspension. Unquestionably, the finest standard suspension in Chevrolet's field!

**You can even ride on air!** Level Air suspension\* puts air springs at *every* wheel for the ultimate in thistledown comfort. It changes every concept of motoring smoothness—and the car stays level, regardless of load changes front or rear!... See the year's newest car at your Chevrolet dealer's... Chevrolet Division of General Motors, Detroit 2, Michigan.

\*Extra-cost option



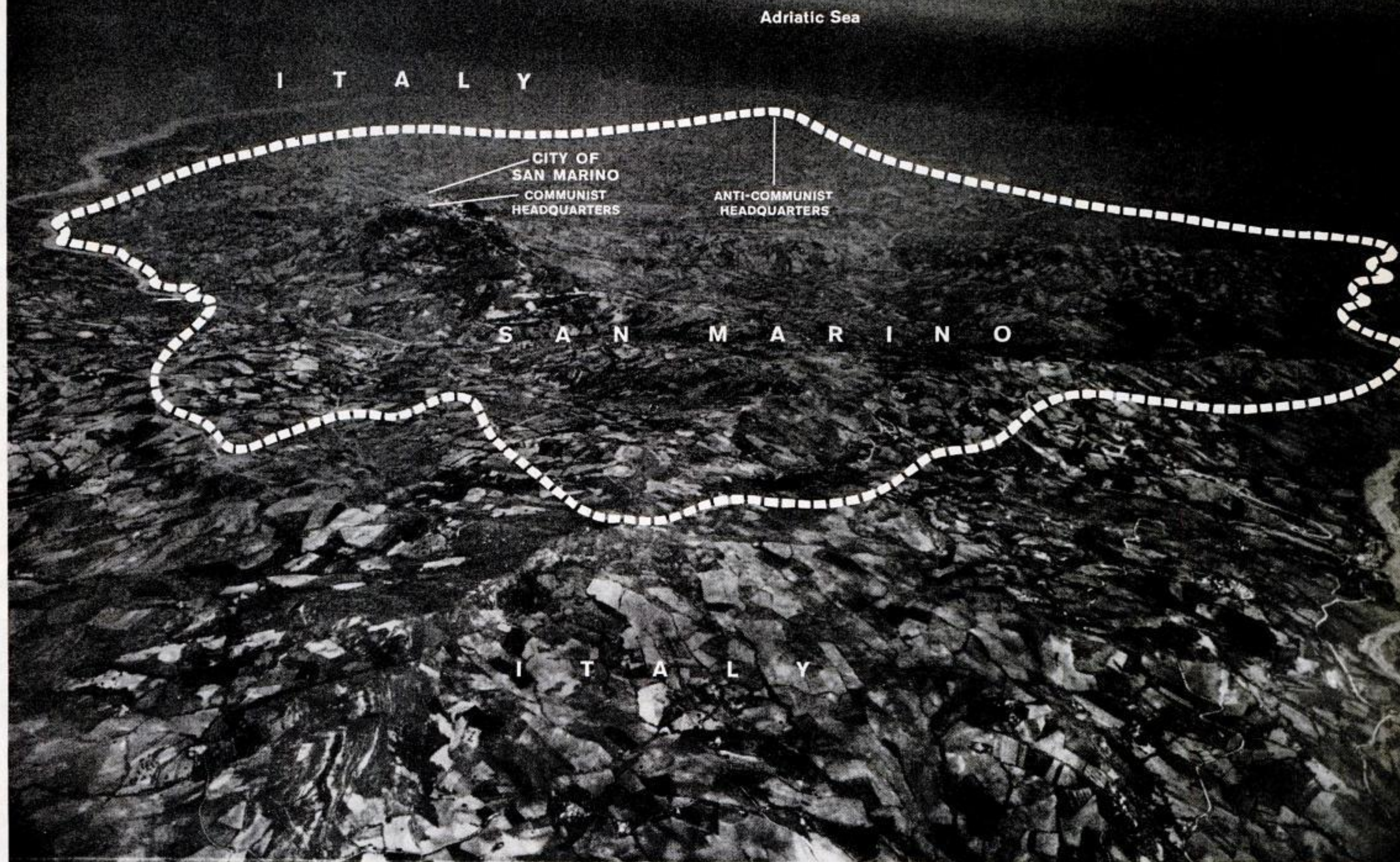
# Budweiser®

BRIGHT IDEA: Read the story behind  
Budweiser's refreshing taste . . . the  
ingredients it prints right on the  
label. Ever seen such a story  
on any other beer label?

*Where there's Life...there's Bud!*

ANHEUSER-BUSCH, INC. • ST. LOUIS • NEWARK • LOS ANGELES





A SINGLE PICTURE SHOWS THE WHOLE 24-SQUARE-MILE COUNTRY OF SAN MARINO, WHICH LIES 10 MILES FROM THE ADRIATIC, 110 MILES SOUTH OF VENICE

# A CIVIL WAR IN A NUTSHELL

**Tiny San Marino endures a coup d'état, two governments, heroic epithets without shedding any blood**

by DORA JANE HAMBLIN

**O**NCE upon a time there was a country called San Marino, nobody knew how old and nobody knew how small. It was a happy place whose chief attractions were three medieval watchtowers set on the great stone shoulder of Monte Titano, a noble guard unit which wore blue swallow-tailed coats trimmed in gold braid, and a Florentine Gothic Government Palace (built in 1894, so it was not too drafty). These nice things became known to travelers from many lands, and soon the two million tourists each year outnumbered the San Marinese 150 to one.

So it was on a sunny afternoon in September when San Marino began what turned out to be the smallest, most incongruous and most unbloody civil war in history. The main square of the capital city that afternoon was crowded with tourists drinking orange moscato wine and staring at groups of San Marinese, who stood around in the sun and stared back. Suddenly in marched the gold-braided guard, swords clanking. Some of the tourists applauded. Others hastily checked their exposure meters. Three men walked out of the Gothic doorway of Government Palace and distributed handbills. This seemed to excite the loungers in the square. A knot of determined-looking men approached from a side street and pushed

toward the palace while the loungers shouted "Traitor!" Still the men walked forward. They did not stop until a policeman poked his rifle into the stomach of the man at the head of the line.

There was a scuffle, a flurry of fists, and tourists scrambled up on walls for a better view. "What's going on?" one of them asked a cafe waiter, and the waiter smiled and shrugged. "We're having a little family quarrel." But the man who had been poked in the stomach did not agree. "This is a *coup d'état*!" he cried. Even the San Marinese were surprised: they had seen many things in their long history but never a *coup d'état*.

An ancient legend says that San Marino, a tiny chunk of land in north central Italy, was founded in the Fourth Century by a Christian stonecutter named Marino, who fled to Monte Titano to escape religious persecution. Huge bears lived in Monte Titano's caves, and Marino fought them by rolling stones down the mountainside to crush them. Eventually he won. Modern San Marinese like to take an equally personal interest in guiding their own destinies. Every sane male over 21 is automatically a member of the supreme governing body, the Arengo—but since the Arengo consequently numbers more than 7,500 and is slightly unwieldy, the real governing power is





Only Coopers can give you

**Jockey**®  
BRAND Boxers

Only Coopers can sew in the Jockey label—most trusted symbol in underwear. But then, *only* Coopers sews in so much comfort with every tailored stitch. Jockey boxer shorts give you the U-shaped seat construction that never binds, the cushion waistband that hugs your waist firmly, yet gently. And along with Jockey comfort, you get Jockey's distinctive styling—in a wide selection of colors and patterns. Yet they're priced no higher than ordinary shorts—only \$1.25 to \$1.95.



Look for Jockey boxers individually wrapped in clear see-through packages—your assurance that they're not manhandled on the counter.

**Jockey**®  
BRAND

made only by



underwear  
*Coopers*



**ANTI-COMMUNIST PARLEY** is conducted by Federico Bigi (left) at provisional headquarters as he confers with aides during twin-government crisis.

## WAR IN A NUTSHELL CONTINUED

wielded by the Great and General Council with 60 elected members.

Since 1946 this council has had a majority of Communists and Communist supporters, making San Marino the only Communist republic west of the Iron Curtain. Over the years, San Marino's Red regime did bring some welcome reforms, but the only thing it ever nationalized was three drugstores. It did not, however, learn how to manage money. The fiscal situation had grown desperate when, in February of this year, the first break occurred in the Communist bloc, which until then had held a 35-25 majority in the council. A socialist named Alvaro Casali, long a member of the Communist coalition, announced that he was disillusioned by events in Hungary and went over to the opposition, taking four other councilmen with him. This defection left the Great and General Council tied at 30-30.

Then in September, just two days before a scheduled council meeting, one other Communist councilman defected. At this point Federico Bigi, a portly schoolteacher who is head of San Marino's Christian Democratic party, suddenly realized he now had a 31-29 majority. Bigi called his supporters together and laid plans to elect two non-Communist regent captains (council leaders) at next day's meeting. The Communists also met hurriedly, dug into the rulebook for an obscure 1920 law, blandly cast votes for the five defecting Socialists "in absentia," and dissolved the council by "majority vote" pending new elections.

What happened next day was the *coup d'état* witnessed by the tourists. The loungers were Communist sympathizers summoned for the occasion. The handbills were announcements of the dissolution of the government. The men who failed to push their way through the crowd were Bigi and his fellow councilmen.

After being stopped by the police, Bigi led his men to the church where the sacred remains of bear-fighter Marino lie. There they declared the Communist government illegal and elected an "executive council" to run the state. Bigi stepped outside the church to fire the first volley of the civil war: bombast at close range.

"The 31 councilors denounce before the country and the world the dissolution of the council as an illegitimate act representing an authentic *coup d'état*," he said.

As if to prove Bigi's point for him, the 29 leftist councilmen holed up inside Government Palace, sent out for food and clothing, posted a 24-hour guard and announced ominously that they might arrest the "ex-councilors" who had set up a "so-called executive council." Altogether it was an uncomfortable night: somebody forgot to bring leftist leader Gino Giacomini his toothbrush, and opposition leader Bigi, admitting ruefully that "whoever has the government building and police controls the state," announced that his government was going underground.

Instantly Bigi won the approval of several Italian government officials of Christian Democratic persuasion. Messengers scurried



**CRISIS CREATOR** Attilio Giannini gave the anti-Reds majority by switching sides.

CONTINUED



# Rats and Mice Commit Suicide!



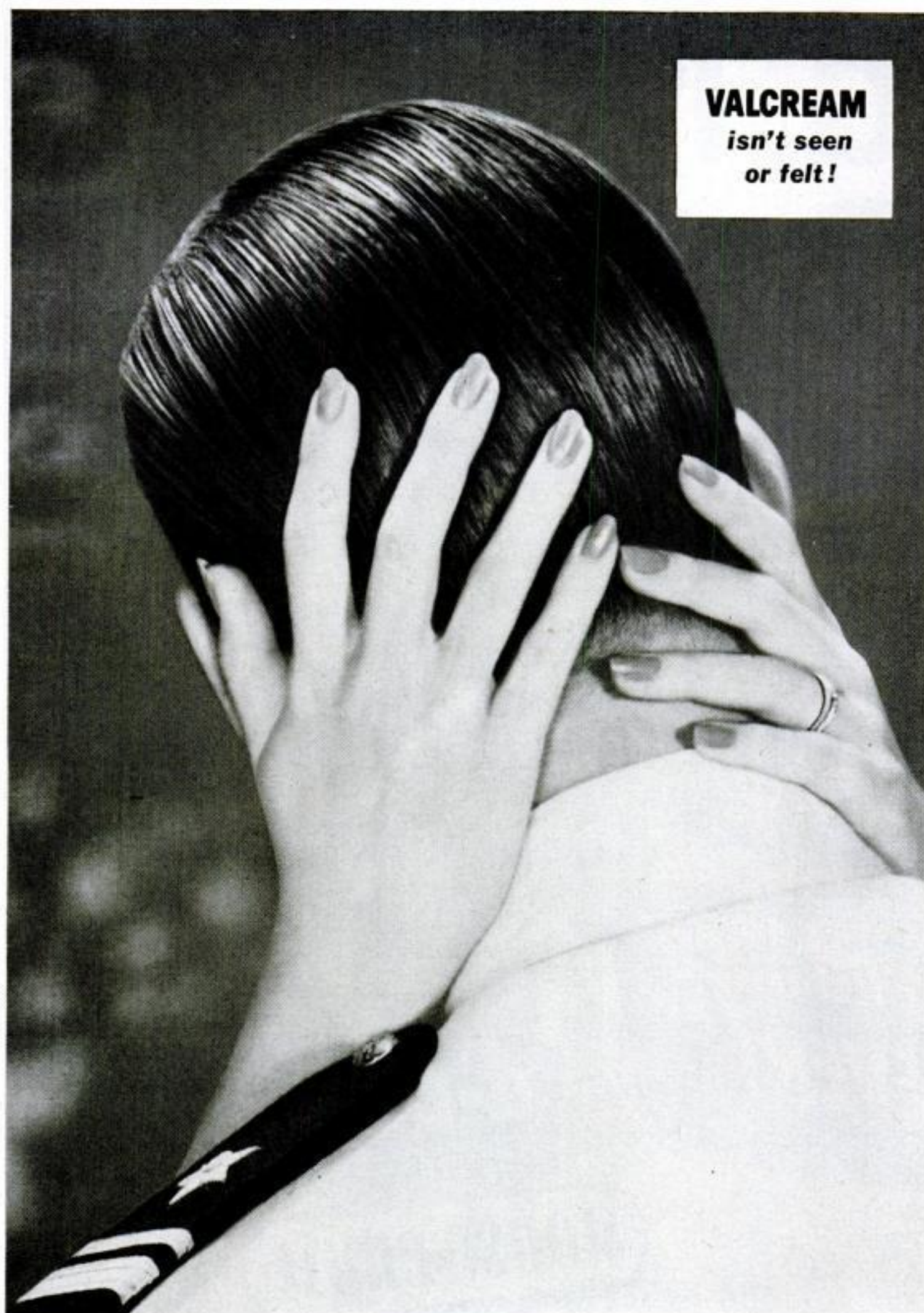
**RATS** can't seem to get enough of d-CON, for its exclusive formula LX 3-2-1 makes them eat it hungrily. Rats never suspect they're committing suicide, never become bait-shy yet every bite puts another nail in their coffins. In the great corn and wheat belts where farmers have the greatest trouble with rats, d-CON outsells all other baits combined . . . for d-CON rids property of ALL RATS . . . keeps it rat-free forever.\*

**SPECIALLY** prepared for home and apartment use, d-CON Mouse-Prufe is the cleanest, easiest, fastest way to eliminate mice completely . . . to keep your home mouse-free forever.\* Just lift the Mouse-Prufe tab. Mouse killer feeds automatically. And mice love the taste of Mouse-Prufe . . . eat it eagerly . . . come back for more . . . eat themselves to death . . . painlessly.

## Money Back Guarantee

\* **d-CON** products, when used as directed, will rid your property of rats and mice forever . . . yet are safe to use around the smallest child and your favorite cat or dog. **d-CON** products must live up to every claim made for their effectiveness or your money back.





This hair cream for men not only keeps hair neat 'n' natural

## New! VALCREAM grooms without showing

**Changes form on application...greaseless...enriches hair's natural oils.** This new Valcream keeps your hair at its very best all day, and yet isn't seen or felt! This new grooming discovery changes form on application, never leaves a white film. Valcream actually enriches hair's natural oils. It's not greasy, or oily, or drying—contains no alcohol. Get new Valcream!

**Now you see it!**  
Massage  
Valcream on hair  
and scalp...

**Now you don't!**  
Valcream  
grooms without  
showing!

For  
"NO-SHOW"  
grooming...



Another fine product of Chesebrough-Pond's Inc.

39¢ AND 59¢ PLUS TAX



**POLICE CHIEF**, Captain Ettore Sozzi (right), mobilizes part of his 50-man police force at Government Palace at the outset of the San Marino crisis.

### WAR IN A NUTSHELL CONTINUED

not only around San Marino but also to the nearest Italian city, Rimini, and to Rome. On Sept. 28 Italian *carabinieri* and soldiers threw up roadblocks on all highways leading into San Marino and refused passage to all but journalists and tourists with foreign license plates.

On the night of Sept. 30, just a few minutes before midnight when the normal term of office of San Marino's regent captains was due to expire, Bigi's underground government suddenly surfaced. Members of the "executive council" and a handful of supporters crept into an empty two-story concrete building on the tip end of San Marino. They carried a package of candles because the building had no electricity. Just after midnight they stuck the blue and white flag of San Marino atop the roof and proclaimed establishment of the "provisional government of San Marino."

Italy immediately recognized it as the country's legal government. But the leftists insisted that *they* were the legal government and refused to leave the palace. Even for San Marinese this was clearly one government too many. There was talk of civil war. Ready to attack by air, the provisional government loaded a plane with proclamations. Then fog grounded the plane so the handbills had to go out the hard way, on foot.

"This is a great historic hour for the republic," the proclamation read, "an hour which marks the reaffirmation of the principles of freedom, justice and democracy which had been trodden upon by a minority of individuals aiming for the subversion of all moral order."

No sooner had this salvo landed than the Communists up on the hill countered with infantry—about 150 "volunteer militiamen" armed with everything from German submachine guns left over from World War II to 1891 muskets left over from many a picturesque parade. Bigi's provisional government armed supporters of its own and flung sentries around the concrete walls of headquarters. The Communists charged that the Italian roadblocks

CONTINUED



**VOLUNTEER GUARDS** of anti-Communist government stand watch informally at incomplected factory used as provisional government headquarters.





## Jarmans have to be GOOD to be FIRST

**FIRST IN FASHION • FIRST IN FIT • FIRST IN FAVOR**

A product doesn't get to be *first* in its price range unless it gives you *top value* and *real satisfaction*. Jarman, for example, has earned its nationwide popularity by consistently producing shoes that are fashion-right, easy-wearing and priced to fit the average budget. The distinctive new fall and winter shoes your Jarman dealer is now showing offer the latest evidence of the style leadership and the "friendliness of fit" which have made the name Jarman synonymous with fine footwear.

JARMAN SHOE COMPANY, Nashville, Tennessee, Division of General Shoe Corporation

## INTRODUCING Jarman **REX-FLEX** Styles

Here is comfort that's truly fit for a king! These Jarmans are soft and snug and flexible almost beyond description. Their secret is the expensive new "Rex-Flex" construction—scientifically developed, based on extreme flexibility, featuring a supple full leather lining and a pillow soft heel-to-toe cushion insole. Jarman "Rex-Flex" styles are handsome shoes, too, distinctively designed and superbly crafted of premium leathers. Try a pair at your Jarman dealer's—then walk out knowing you'll be *right* in style and two feet deep in royal comfort.



Left: No. J5109. Center: No. J5103. Right: No. J5107 (each style also in black)—Jarman shoes available at Jarman dealers and stores, \$9.95 to \$18.95 most styles.

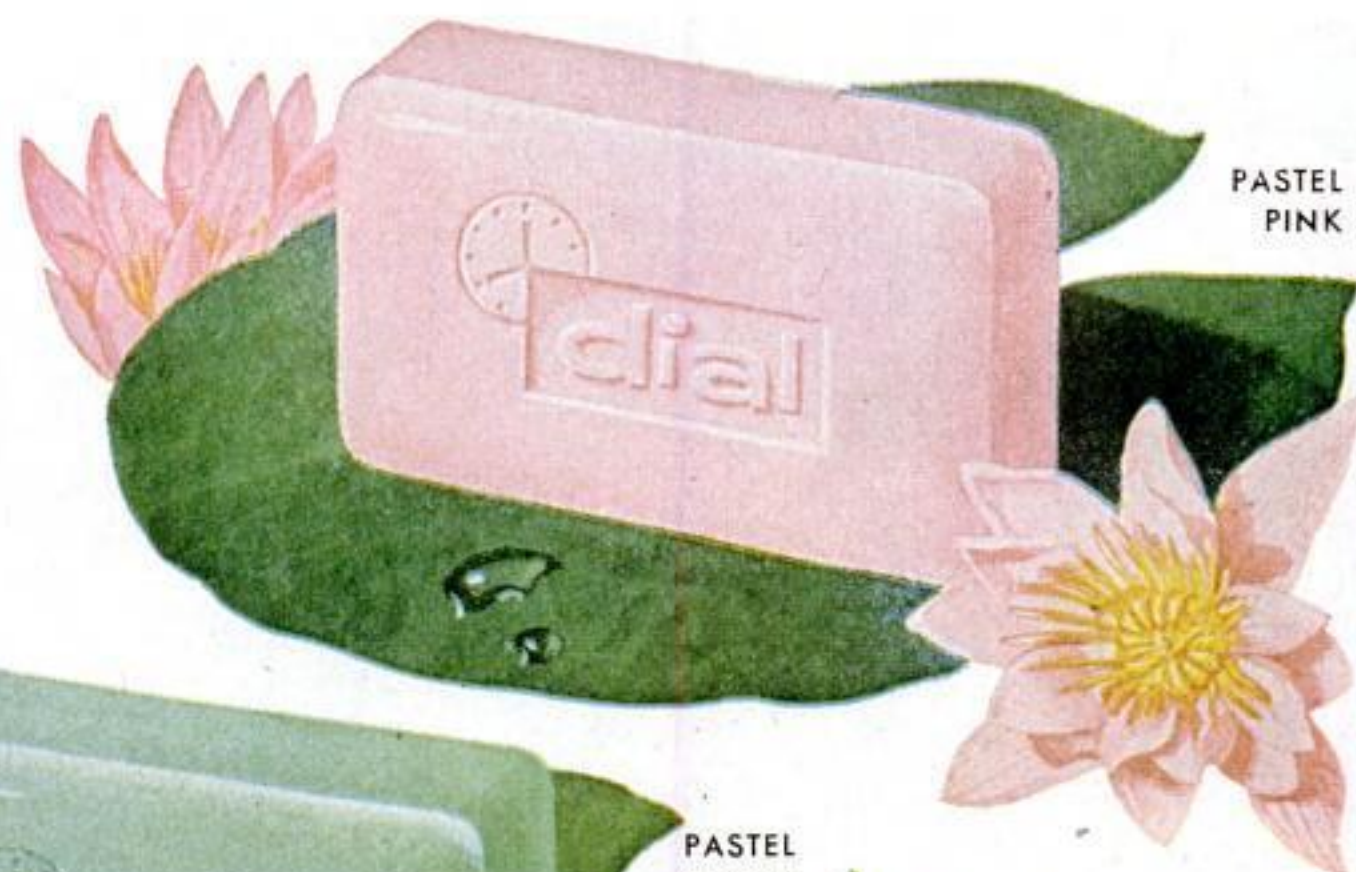


NOW! MATCH YOUR TILE WITH DIAL!

# Lovely New Colors

IN

# Complexion Dial



PASTEL  
PINK



PASTEL  
GREEN



PASTEL  
BLUE



NEW GOLDEN  
DIAL



**Contains a wondrous new Skin Freshener for better than ever protection under make-up!**

Complexion Dial's gentle new Skin Freshener—Super AT-7—does what no ordinary soap, no drying synthetic, no greasy skin cream can possibly do! Sweeps away bacteria that so often spoil your complexion—without drying, without greasing your skin!

Then, Complexion Dial's new Skin Freshener *stays on* your skin. You can't see it or feel it. But it's there, protecting your complexion all day—even under make-up!

Today, buy Complexion Dial in colors—by the color of its gleaming new wrapper.

Pure luxury...sure protection for  
the beauty of your complexion!







**COMMUNISTS' BIG GUN**, Foreign Minister Gino Giacomini, hurls verbal salvos at Sunday crowd from balcony of palace where Communists holed up.

#### WAR IN A NUTSHELL CONTINUED

stopped pregnant women hastening to hospitals and made corpses late to their own funerals. The provisional government charged that Communist militiamen bullied peaceful San Marinesi by setting up their own roadblocks inside the country and making exaggerated "weapons searches."

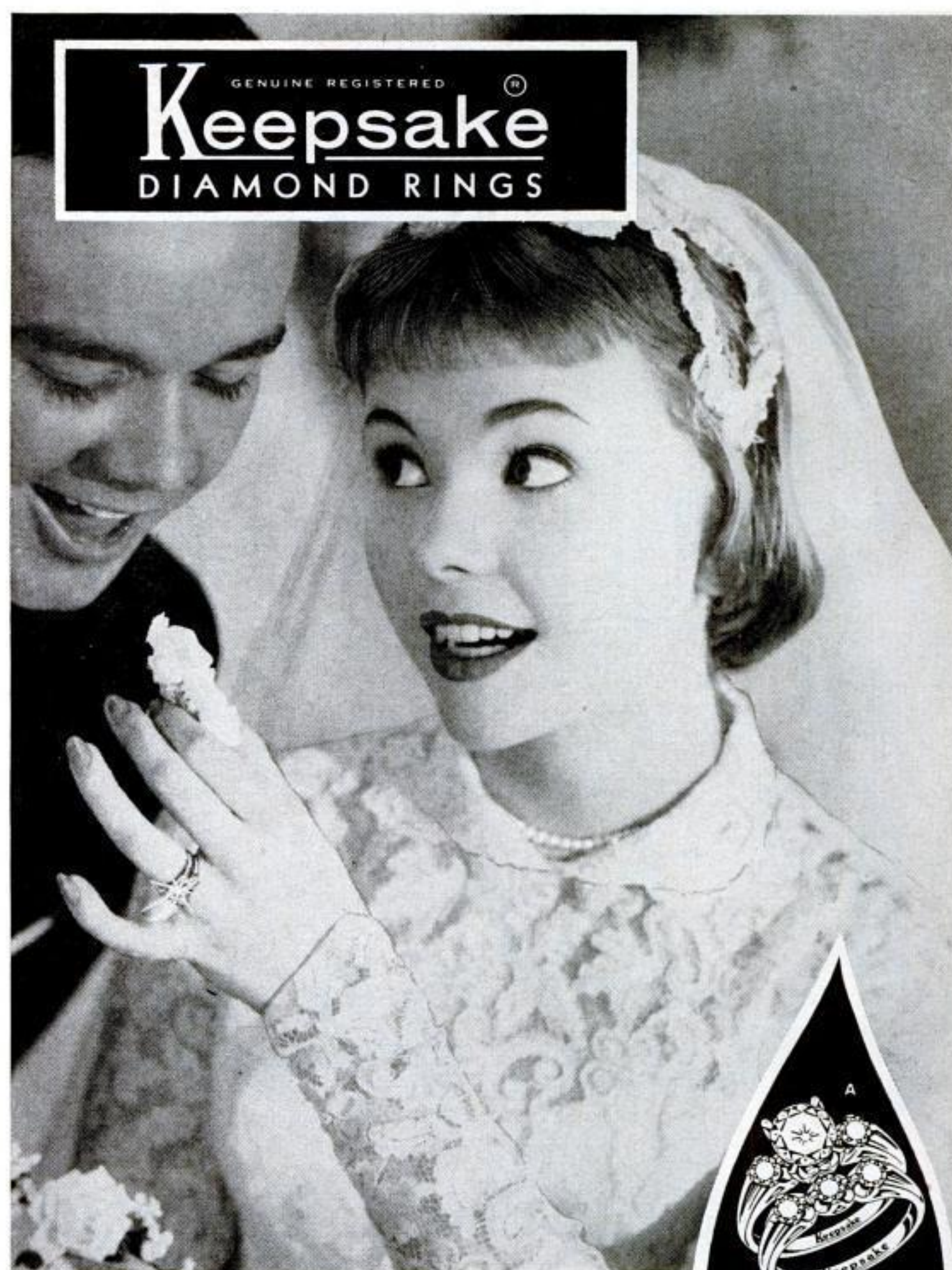
Proudly, San Marinesi of all political persuasions watched the great powers respond. U. S. Consul William Dale Fisher of Florence arrived at provisional government headquarters to deliver a routine message on atomic affairs, thus tacitly giving it the recognition of the U.S. Moscow Radio denounced the provisional government as "a band of adventurers" and accused Italy of "crude interference" in the internal affairs of San Marino. The embattled leftists in Government Palace sent a lofty cablegram to the United Nations asking for immediate dispatch of an international police force to "ensure the safety of our people and protect our age-old freedom." A group of Hungarian refugees in Italy sent delegates to wish the provisional government well and present it with a Hungarian freedom flag.

Journalists flocked in to cover the civil war, helping make up for the lack of tourists. The hotel keepers were pleased, but the

CONTINUED



**PRAYING ANTI-COMMUNISTS** hold Sunday Mass in courtyard of provisional headquarters at peak of crisis under the protection of an armed guard.



### Perfect Symbol of Love

This is the day your dreams come true... wedding bells... rice... and the words "I do." And each precious moment of this memorable day is captured forever in the radiant depths of your Keepsake Diamond Rings.

There is no more expressive or enduring symbol of love than a Keepsake... the engagement ring with the perfect center diamond. For only a diamond of this flawless quality, fine color and expert cut can reflect maximum brilliance and beauty.

For lasting pride and satisfaction, look for the name "Keepsake" in the ring and on the tag. The Keepsake Certificate presented with your engagement ring gives written proof of perfect quality. It also insures the diamonds against loss from the setting for one year, and assures exchange privilege toward a Keepsake of greater value at any time. In many exquisite styles, \$100 to \$10,000.

**SOLD ONLY AT AUTHORIZED KEEPSAKE JEWELERS**

- A. MIAMI Ring \$675  
Also 225 and 450  
Wedding Ring 225
- B. LONGMONT Ring \$500  
Also 300 and 575  
Wedding Ring 150
- C. CAMERON Ring \$200  
Also 100 to 2475  
Wedding Ring 12.50
- D. DREW Ring \$150  
Wedding Ring 29.75

All rings available in either natural or white gold. Prices include Federal Tax. Rings enlarged to show details. ® Trade-mark registered.



I am interested in a diamond ring...

L 11-57

so please rush fact-filled booklets, "Choosing Your Diamond Rings" and "The Etiquette of the Engagement and Wedding"; also name of nearest Keepsake Jeweler and special offer of 44-page Bride's Keepsake Book. I enclose 10 cents for mailing.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Co. \_\_\_\_\_ State \_\_\_\_\_

Mail to: KEEPSAKE DIAMOND RINGS • SYRACUSE 2, N. Y.





"The host  
with  
the most"

serves

*Arrow*

Creme de Menthe

*-It's Delicious*

Pleasure really stacks up with Arrow Creme de Menthe. It turns any meal into a festive occasion. Any way you serve it . . . in a frappe, on-the-rocks, over ice cream or just poured from the bottle . . . your guests will heap compliments on you for your good taste. For a cordial note of cheer, serve Arrow Creme de Menthe—and serve it often.



ARROW LIQUEURS CORPORATION, DETROIT 7, MICHIGAN...60 PROOF



HUNGARIAN FREEDOM FIGHTER Laszlo Ottvani (right) holds arms inspection during a visit to provisional government headquarters during crisis.

#### WAR IN A NUTSHELL CONTINUED

souvenir salesmen complained that journalists were poor customers. To make matters worse, the clammy fog persisted and the sound of hunters' shots down in the valley made armed patrols jump and ladies with shopping baskets cower behind walls. "There are a lot of trigger-happy guys running around out there," commented an observer. "Thank God most of them don't know where the triggers are."

There was another reason for the lack of bloodshed: "We are all related to one another," explained a leader of the provisional government. "It just wouldn't do for anyone to get hurt."

On Saturday, Oct. 5, Italian armored cars manned by bluebereted troops in camouflaged battle dress rolled up to the boundary of San Marino. Scrupulous in all things, the soldiers stayed on the Italian side of the border and put up camouflaged tents. Meanwhile both sides laid down a barrage of proclamations, decrees and lofty speeches. "San Marino is living the greatest days of its history," cried Federico Bigi. "Our opponents are playing a

CONTINUED



COMMUNISTS' MILITIA, patrolling the streets armed with old rifles, are scrutinized by a San Marino housewife who wonders whether it is safe to pass.



Amazing  
fingernail hardener  
**STOPS** broken  
and splitting  
nails!

*no pills...no messy creams!* **JUST DIP-THAT'S IT!**  
*results guaranteed in two weeks or money back!*

At last!—a really easy way to end the embarrassment and discomfort of broken and split fingernails. It's AMAZING...the new scientific discovery that actually stops breaking and splitting of nails in just 14 days.

AMAZING is so easy to use! Here's all you do: pour two capfuls in half a cup of water...dip your nails two minutes daily. It's as simple as that! You'll be amazed to see how AMAZING strengthens and conditions your nails when you follow the simple directions...how it transforms unsightly, ragged nails into firm, lovely nails you'll be proud to show.

Thousands of women have tried AMAZING and found it absolutely safe and effective, even in the most stubborn cases of brittleness and splitting. You'll be delighted, too. We guarantee it—or money back.



only \$1.50

**JUST DIP-THAT'S IT!**

*Amazing*  
**FINGERNAIL HARDENER**  
**ACCEPT NO SUBSTITUTES!**



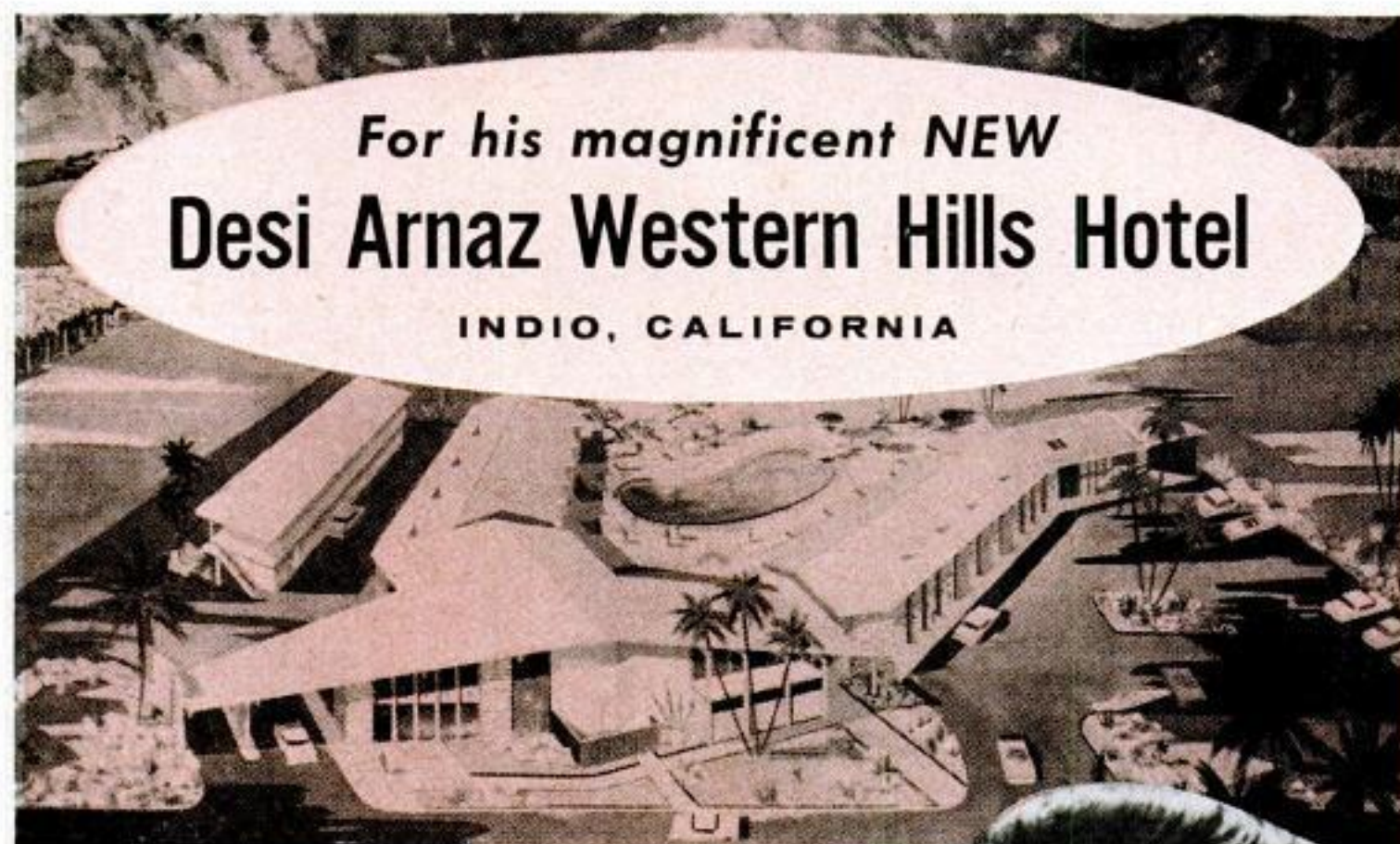
STATE PHARMACAL COMPANY - 65 E. South Water Street, Chicago - Division of *Leading Plan*





For his magnificent NEW  
**Desi Arnaz Western Hills Hotel**

INDIO, CALIFORNIA



Desi Arnaz chooses

**RUBBER-TOP**

America's Finest Rug Cushion

by *Allen*

for comfort  
and protection  
under carpets



Desi Arnaz  
and  
Lucille Ball  
stars of  
"I Love Lucy"



REPLACEMENT OR REFUND OF MONEY  
Guaranteed by  
Good Housekeeping  
IF NOT AS ADVERTISED THEREIN

**USE-TESTED**  
by McCall's

In the fabulous new DESI ARNAZ WESTERN HILLS HOTEL . . . as in other fine hotels and homes, you'll find RUBBER-TOP under the carpets. RUBBER-TOP cushions every step . . . making any carpet feel more luxurious. And RUBBER-TOP actually doubles their life. It is first in the floor covering field to be endorsed by the laboratories and editors of McCall's. Get economical RUBBER-TOP with your new, or freshly cleaned, rugs or carpets . . . 44 oz. in Terra Cotta Red, with patented rubberized waffled top, ribbed rubberized back and shock-absorber center.

Also ask your dealer, or carpet cleaner, to show you Allen RUBBER-LOC . . . America's luxury rug cushion, extra heavy. 52 oz., in Chlorophyll Green.

ALLEN INDUSTRIES, INC.  
Floor Covering Division  
Detroit 7, Michigan



Now available in 6 lovely decorator colors

**Vinyl-top**  
**COMFORT MATS**  
The Modern Mat to Ease Foot Fatigue

**WAR IN A NUTSHELL** CONTINUED

dangerous game, but they shall not prevail." "The sovereignty of the provisional government comes from the armored cars of Italy," thundered back Communist leader Domenico Morganti.

Reports drifted up the mountain that Italian *carabinieri* were slipping out of their uniforms at the border and joining the forces of the provisional government. This did not cause much alarm because, although every red-blooded San Marinese objects to Italian troops on his border, he fully expects Italians to keep order inside his country—as policemen. San Marino is, after all, nobody knows how small (such eminent authorities as the *Encyclopaedia Britannica* and the *World Almanac* keep saying it is 38 square miles when, in fact, it is only about 24). In such a small country a policeman might have to arrest his own brother, so by tradition the police are imported Italians. One of the charges against the leftist government was that it had allowed San Marinese to infiltrate the San Marino police force.

In eight days of civil war San Marino shed rivers of ink and not one drop of blood. Some of the fighters began to lose heart. A bored Communist militiaman suggested, "Let's give one of our governments to France and get this over with."

Peace feelers went out. Bigi said his government had sent a "diplomatically worded request for complete surrender." Communist Morganti said his volunteers would "lay down their arms as soon as agreement is reached."

For four days messengers scurried about. Then the last Communist bulletin went up on the walls of San Marino on Oct. 11: "Overwhelmed by the intervention of preponderant foreign forces, above all those of Italy . . . the people's government of San Marino, after 12 years in power, ceases all vain resistance and offers this last service for the supreme good of the nation."

By agreement the nation was placed temporarily in the hands of Captain Ettore Sozzi, head of San Marino's army and police. Ettore Sozzi is an Italian, but nobody felt that he counted as "foreign intervention." After all, he was a policeman.

Sozzi requisitioned the gambling casino as a barracks and marched in a detachment of former Italian *carabinieri* recently converted into San Marino police. An afternoon fog hung low over Government Palace on Oct. 12 when one of the new men marched to the square, politely inquired the way to the palace and thanked the man who told him. Behind him marched 10 more new police, rifles slung over their backs. They moved to the door of the palace and lined up facing the magnificent view. The palace door opened and out marched 10 members of San Marino's army. They lined up facing the police. At a command, the new police marched into the palace to take over. Glumly, the soldiers awaited a command to right face and march away. But when the command came, it was to left face and march back into the palace. "Left?" chorused the soldiers in amazement. "Left!" insisted the officer.

So the soldiers marched back in again, and the door slammed shut. After all, the civil war was now officially over and the rightful station of the army was the palace.

Police Chief Sozzi and his men held the palace for 48 hours, then turned it over on Oct. 14 to the triumphant 31-councillor anti-Communist majority. Some 4,000 cheering San Marinese jammed the main square and waved blue and white flags. They noted with approval that here and there in the crowd were tourists from other lands checking their exposure meters.



**VICTORY PARADE** of anti-Communists, carrying republic's flag and led by a small dog, marches to Government Palace after the defeat of Communists.





# Wow! Chocolate Macaroons!

(If you like chocolate—you'll love this  
new Betty Crocker Macaroon Mix!)



Hope you'll try our regular Coconut Macaroons, too!



This is news! Now you can make  
your own fresh chocolate macaroons—moist,  
chewy-wonderful! Mix them in just 1 minute.

## NEW BETTY CROCKER CHOCOLATE MACAROON MIX!

"Just add water... stir... drop on the magic no-stick baking paper that comes in every  
package... and bake 12 minutes. I guarantee homemade-perfect\* macaroons every time!"

*Betty Crocker*



 Yes, every mix we make for you is guaranteed to come out perfect, or send the box top to Betty Crocker, Box 200, Minneapolis, Minn., and General Mills will send your money back.







# High-born Beauties of Europe as Elegant Sweater Girls

KNITTED LUXURY IS LATEST STYLE AT CHATEAUX AND VILLAS

Photographed for LIFE by MARK SHAW

With the same enthusiasm that they usually reserve for ball gowns, the high-born beauties of European society have now taken to sweaters. Collecting them has become a fashionable rage and one well-dressed Parisienne has 102 in her wardrobe. The elegant Europeans choose their sweaters with great care and wear them, both in town houses and in country villas and chateaux, with painstaking attention to accessories. As shown in these unusual informal portraits of French and Italian aristocrats, they also wear them with great individual style—sometimes in sharply contrasting color combinations (*below*),

occasionally with the family jewels, and even with faded dungarees.

The sweaters themselves are designed with many elegant variations on the classic pull-over and cardigan. French designers (all French sweaters shown are by Korrigan Lesur of Paris) mostly use subtle colors and soft weaves, add dressy touches like contrasting ribbing and collars. Italian designers are more interested in bold colors and bulky knits. The sweaters shown will be available in the U.S. this winter and should give some new ideas to the American woman who has always considered herself the world's No. 1 sweater girl.



Princess Hercolani

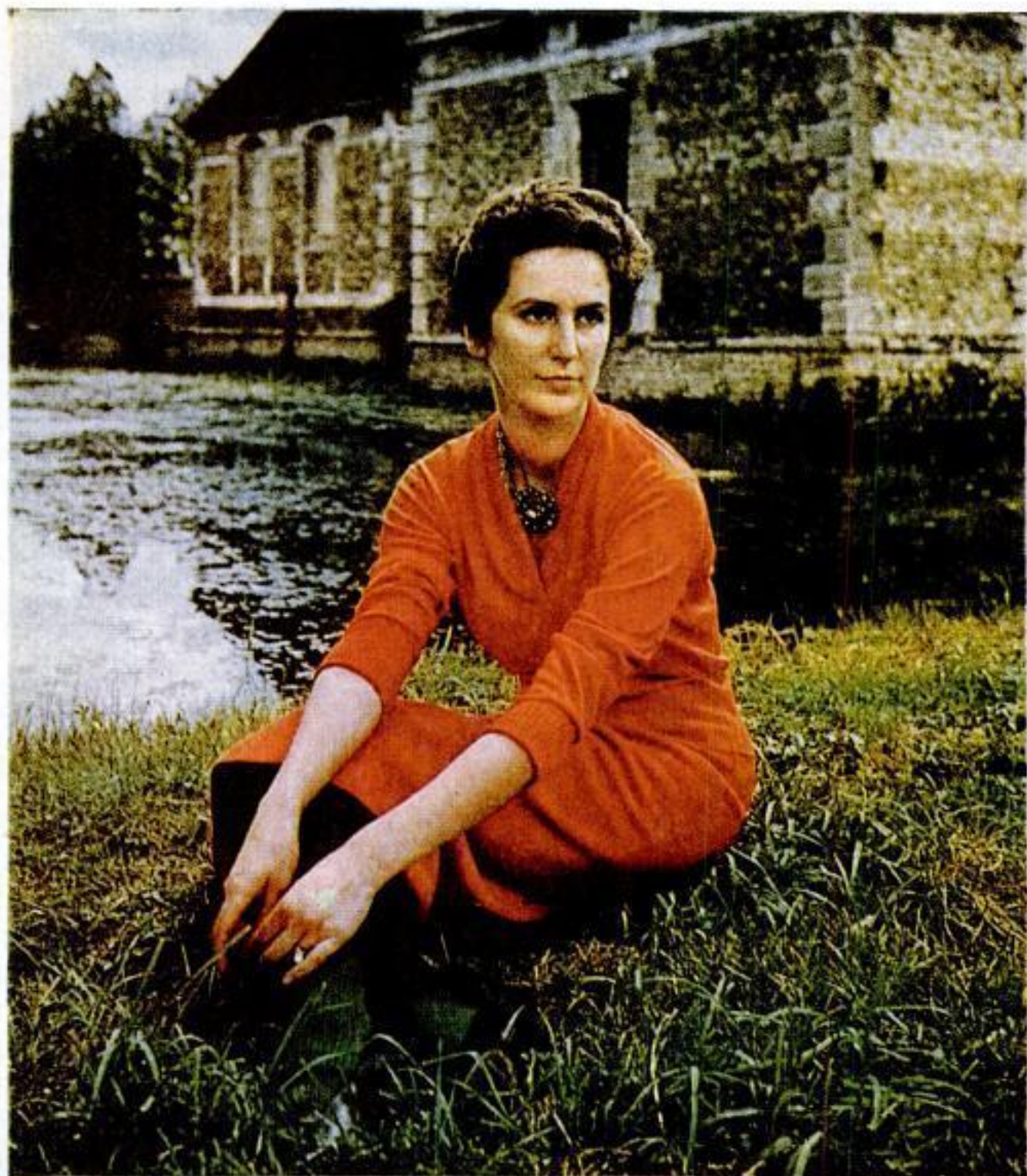
Standing on the poplar-shadowed driveway of a friend's villa on the Appia Antica near Rome, Princess Hercolani wears a bulky red sweater trimmed with Sicilian peasant motifs (Simonetta, \$50) with slim wool pants, handmade moccasins. A fine skier, she planned the outfit for winter weekends.

Countess Christian de Fels

Strolling along an esplanade banked with chestnut trees in Parc de Saint Cloud near Paris, Countess Christian de Fels wears striking colors chosen to accent her own dark beauty. Her deep green pull-over (\$18), worn with a lighter green skirt, is set off by a red cardigan (\$25), gold bracelets.

CONTINUED





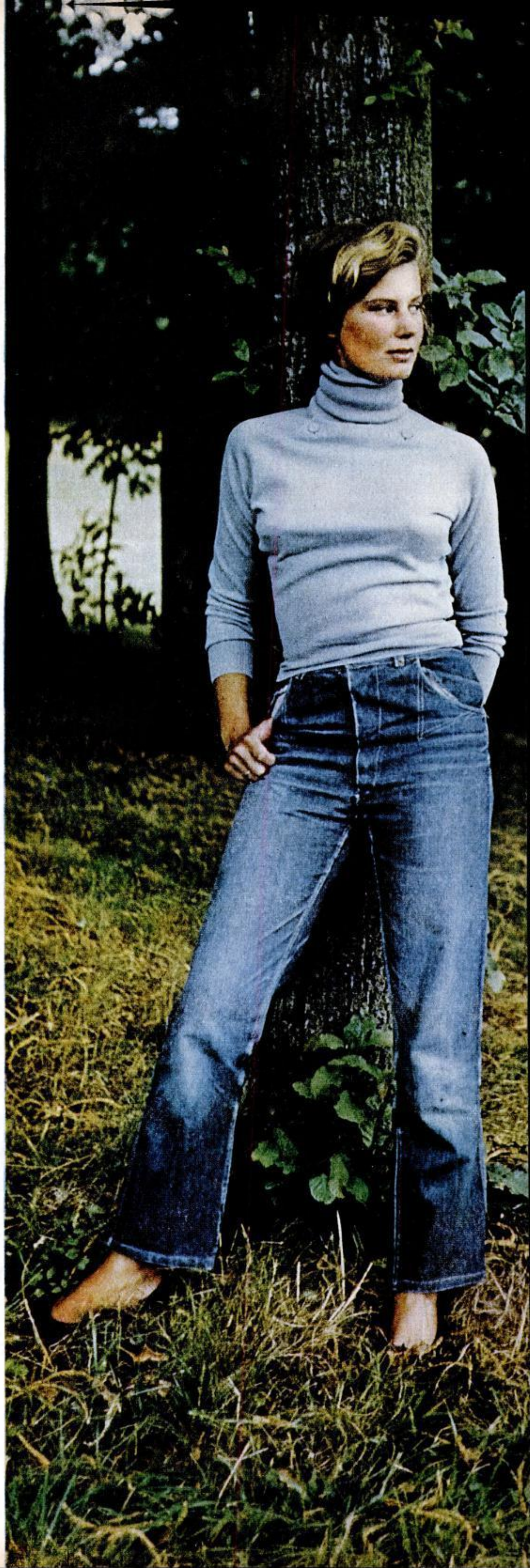
**Vicomtesse d'Harcourt**

With her deep-throated flame sweater (\$18) and matching skirt accented by an heirloom necklace and dark green wool stockings, the Vicomtesse d'Harcourt sits before a moated 16th Century gatehouse at Beaumont le Roger in Normandy. Whether in sweaters or ball gowns she wears no make-up.



**Vicomtesse de Ribes**

The vicomtesse, who often designs her clothes, wears two of her 102 sweaters—a red pull-over with striped collar (\$20) and striped cardigan (\$27) designed to be thrown over the shoulders. She sits on a guanaco rug with pug, Fedor, a cousin of the Duke of Windsor's pugs, outside her father's Paris home.







**Countess Albert de Mun**

In carefully bleached jeans and blue turtle-neck sweater (\$27) Countess de Mun stands in Golf de Saint Cloud outside Paris. She calls herself the "James Dean of Paris," likes a *gamine* getup.

**Countess Consuelo Crespi**

On a bench in the garden of her Rome *palazzo*, Countess Crespi wears low-necked sweater (Simonetta, \$50) over turtle neck. She likes slacks, often wears them with sweaters for cocktails.

CONTINUED





## SWEATERS CONTINUED

### Mlle. Françoise Hottinguer

← Daughter of a prominent French banking family, Françoise Hottinguer sits in front of her grandfather's 17th Century chateau, Guermantes, near Paris, which was recently made a national monument. Her mustard wool cardigan (\$30) has typically French detail of edging in contrasting color.

### Countess Michel de Ganay

Sweaters that set off her classic beauty are favorites of the blond countess. On lawn of her father-in-law's 17th Century Chateau de Courances, near Fontainebleau, she wears a sweater set (\$50) in pale blue, a favorite color of French designers. Cardigan is outlined in dark gray to match skirt.

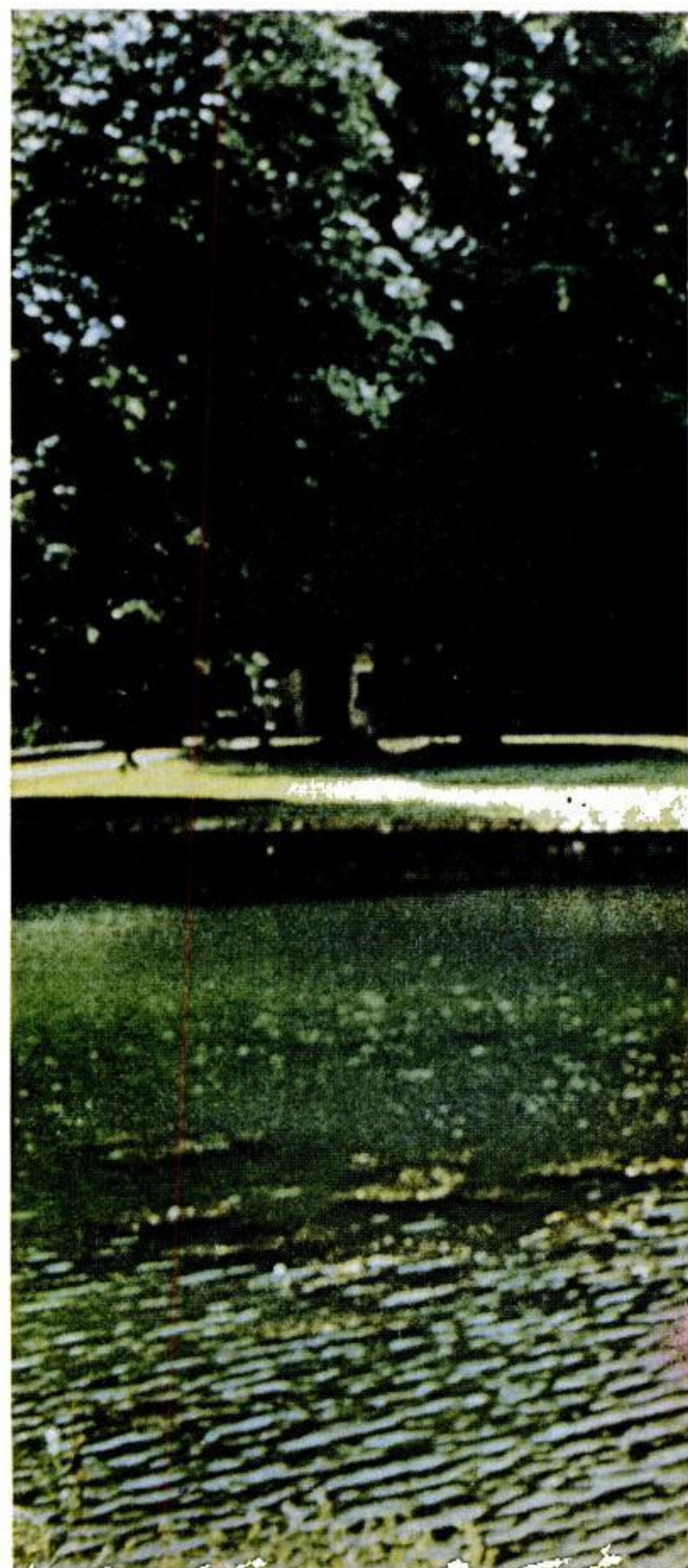


### Mme. Mario Rigaud

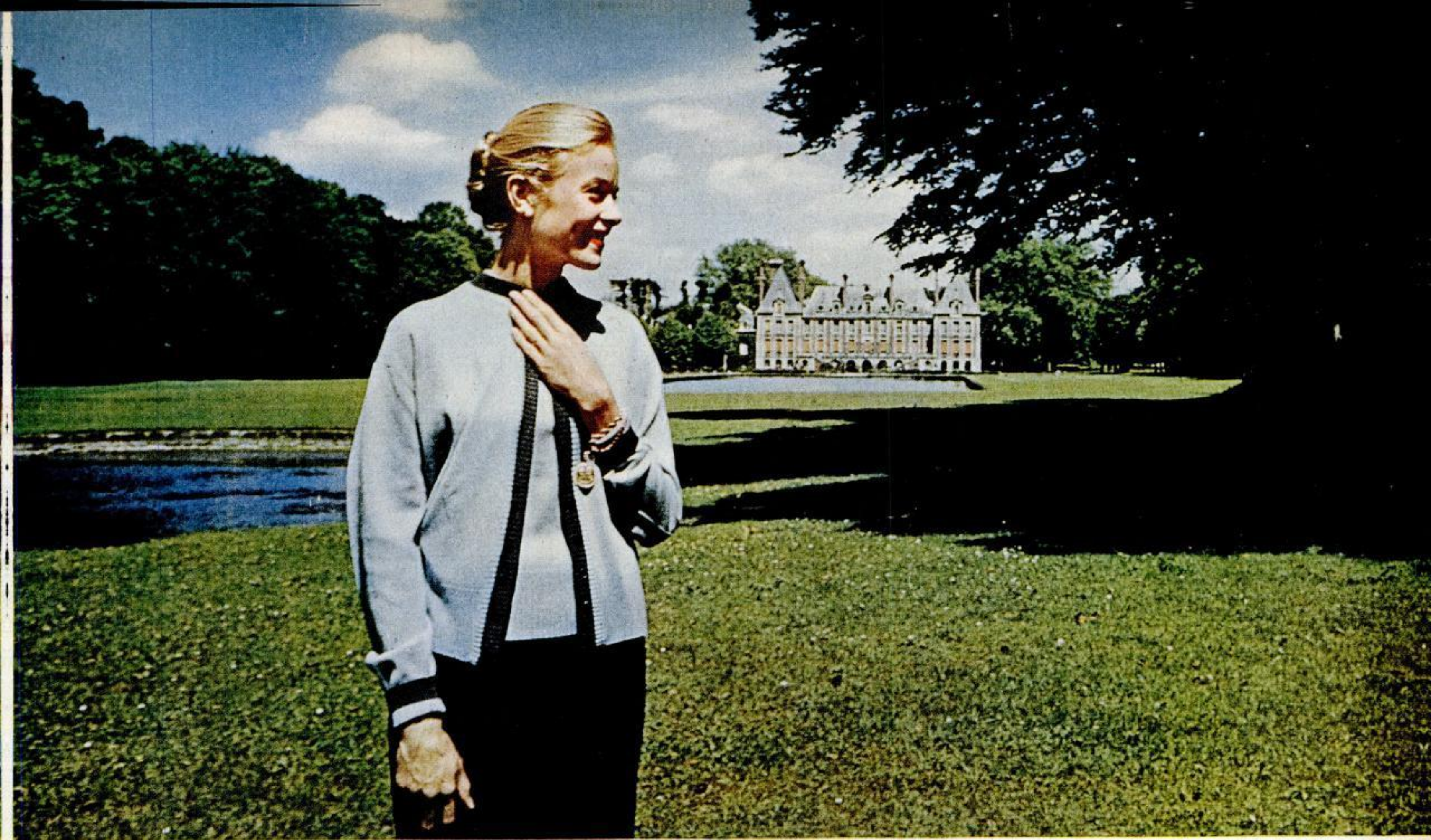
One of France's best shots, Mme. Mario Rigaud sits outside her 18th Century home, Chateau de Marcheval, near Orleans, with gamekeeper and springer spaniels. She wears sweaters for hunting, combines V-neck, turtle-neck pullovers (both \$18) with English skirt, Tyrolean hat, Swiss boots.

### Mme. Robert de Balkany

In front of the Chateau de Sainte-Mesme near Chartres, which belongs to her husband's family and dates from the 12th Century, Mme. Robert de Balkany wears a sweater she chose because its color complements the landscape. Green with fine white stripes, it has white edging and collar (\$35).











**Donna Rezia Corsini**

Walking through the Tuscan woods between Florence and Siena, part of her family's vast estates, Donna Rezia wears an outfit of contrasting greens—thick knit sweater with pink collar (Emilio Pucci, \$60) and matching slacks under a Loden cloth cape. Her hat is unblocked, a shape newly popular in Italy.

**Donna Mirta Barberini-Colonna di Sciarra**

Beneath the ancient walls of San Vittorino, a feudal town near Rome that has belonged to her family since the 17th Century, Donna Mirta walks with her dachshund. Looking like a typical pony-tailed American teen-ager, she wears checked sweater that is cut like a boy's shirt (Giovanelli, \$60) and black slacks.









Recipe in a Gay Mood—taking its lively sparkle from the deep mitre-cut of these excitingly styled Colonial Heritage glasses. (Franciscan "Silver Pine" china; Oneida "Shoreline" stainless)



Recipe in the Grand Manner—traditionally lovely with its beautiful Colonial Heritage stemware deep-cut to glisten with prisms-of-light. (Lenox "Imperial" china; Wallace "Discovery" sterling)

## Gift of Elegance to enjoy every day!

### Colonial Heritage in Libbey **every-day** crystal



**T**HIS CHRISTMAS give the present with a long and lovely future—beautiful Colonial Heritage glasses. Luxuriously elegant—yet so practical they needn't be saved for "company"... the family can enjoy their deep-

*Beautifully Gift Boxed, too.*

carved fire and brilliance *every* day. Each sparkling piece has Libbey's famous chip-defiant rim.\* And only you and Santa will know the low, low price!—8-of-a-kind tumblers about \$4.95. Stemware about \$6.95.



Cocktail

Old-Fashioned

Juice

Beverage

Cooler



Cordial


Cocktail or Wine

Sherbet

Goblet

Pilsner

\*If the rim of a Libbey "Safedge" glass ever chips, Libbey will replace the glass. At all leading stores. Prices slightly higher in South, West and Canada.

LOOK FOR THE LIBBEY  ON EVERY GLASS

**LIBBEY SAFEDGE GLASSWARE**  
AN  PRODUCT

**OWENS-ILLINOIS**  
GENERAL OFFICES • TOLEDO 1, OHIO





THE THREE ALL-NEW CARS FOR 1958 ARE SHOWN NEAR DETROIT: CHEVROLET IMPALA (LEFT), PONTIAC CHIEFTAIN AND THE LINCOLN PREMIERE (BACKGROUND)

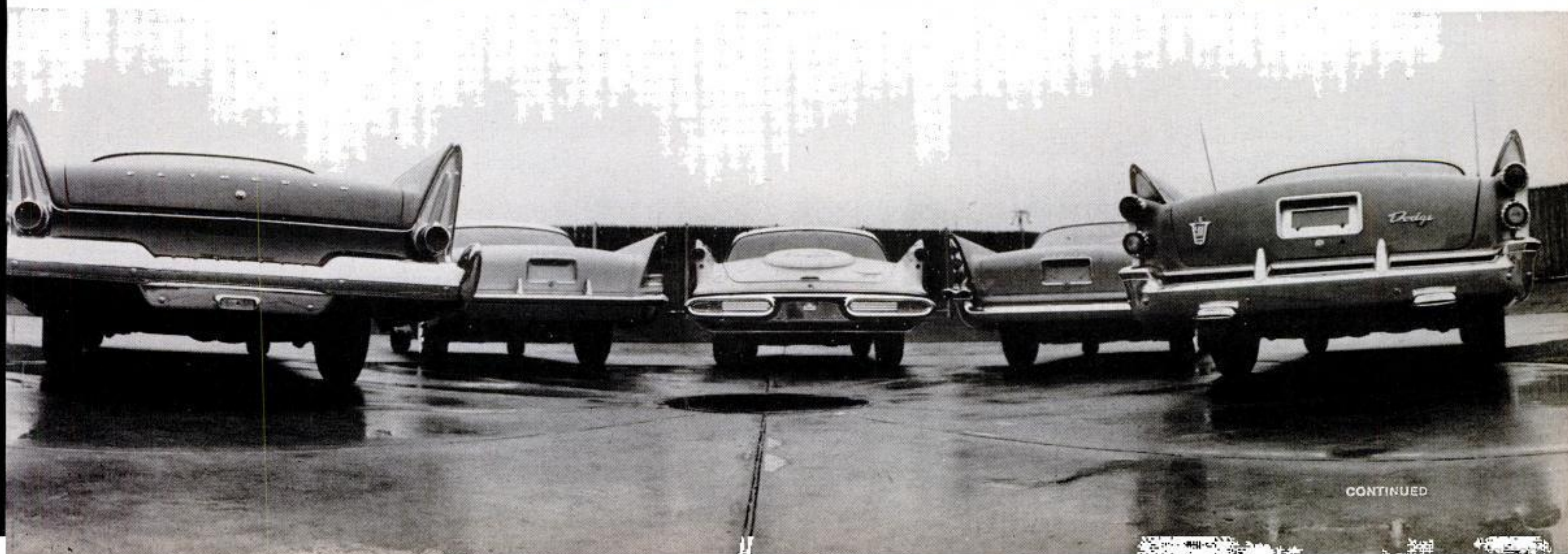
## THE COMING OUT OF THE 1958 CARS

**Chevy and Pontiac ignore fins as Chrysler keeps them and Lincoln goes for bigness in a big way**

The country's top auto makers this week are taking the wraps off their 1958 models and amid all the changes three completely new cars emerge: Chevrolet, Pontiac and Lincoln (the new Edsel had come out earlier, *LIFE*, Sept. 2). The radical design changes in Chevrolet and Pontiac reflect an important fact of the year just passed. General Motors, which had 52% of the U.S. market in 1956, had only 47% in 1957 and was out to regain its position—and trying to do it with a minimum of fins. Its Chevrolet has soft lines, the rear fenders flat and finless. Its Pontiac, longer and lower than last year's models, has a square look and a distinctive "missile" motif on its sides. Even though Oldsmobile and Buick had new bodies in 1957 they have been given extensive face-lifts for 1958.

Ford has lengthened the Lincoln to the point (19 ft.) that it has become the largest regular passenger car in the U.S. and designed everything to heighten the effects of size and massiveness (*p. 100*). The 1957 Ford, as of now, is the world's biggest selling car, but the company has spent \$185 million in restyling in an effort to keep its lead over Chevrolet. The "little two" auto makers, American Motors and Studebaker-Packard, already have brought out two new cars (*p. 104*). Chrysler (*below*), whose spectacularly successful fin designs in '57 raised its share of the total U.S. auto market from 15% to 20%, is keeping its designs fundamentally the same but adding a few new touches. Along with the new models, the public will have some new and tempting gadgets (*p. 102*).

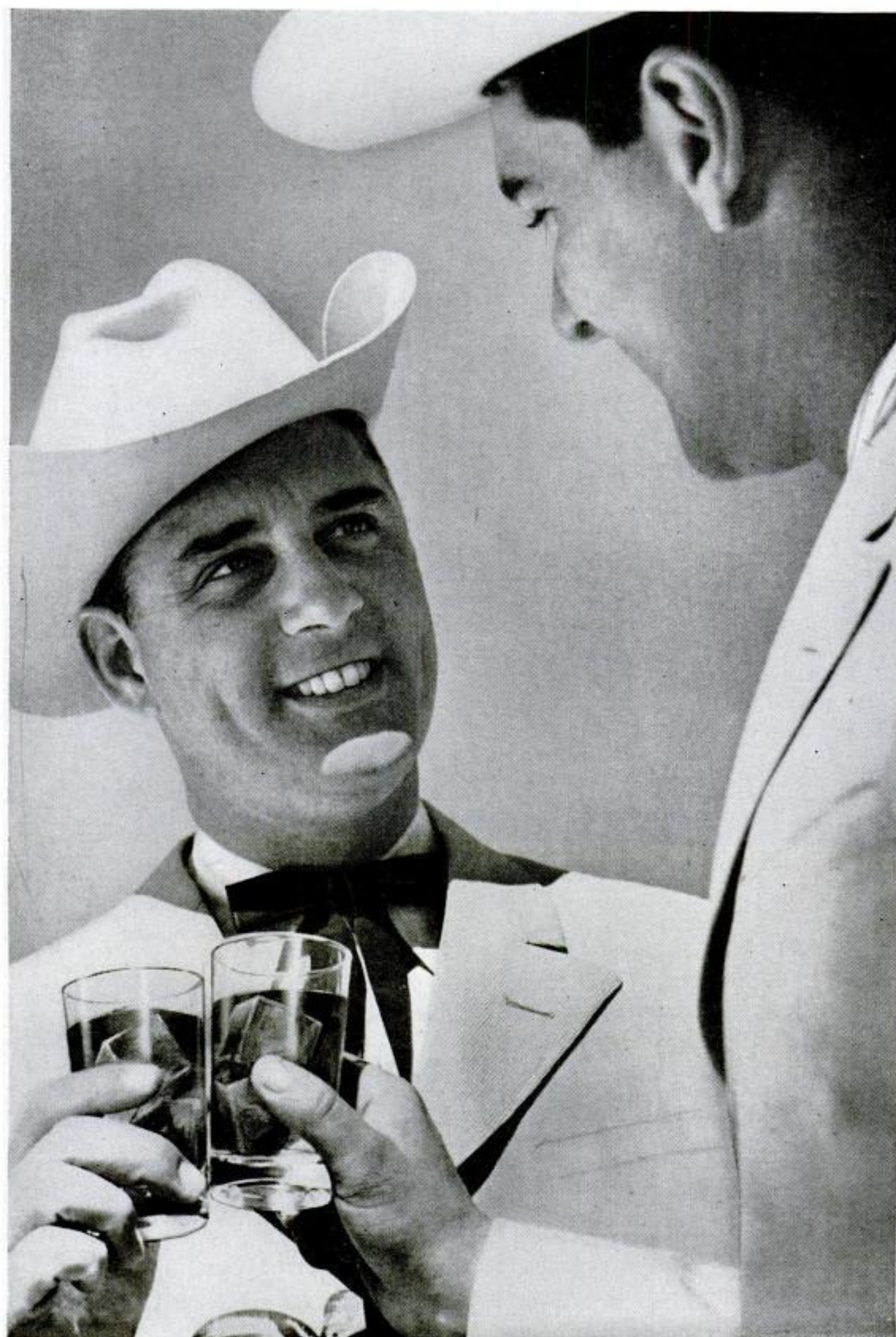
CHRYSLER'S NEW CARS RETAIN FINNY UPSWEPT REARS LIKE LAST YEAR'S MODELS. LEFT TO RIGHT ARE PLYMOUTH, CHRYSLER, IMPERIAL, DE SOTO AND DODGE



CONTINUED



# Welcome, brother, if you're a Bourbon Man



To a Westerner, hospitality without Bourbon  
is like a handshake without warmth.  
Old Hickory shows you why.  
Great Bourbon enriched by extra years.  
*The best friend ice ever had.*  
With it you rediscover Manhattans,  
make Old Fashioneds new.

OBSERVED IN THE BEST CIRCLES

**OLD HICKORY**  
*Straight* **BOURBON** *Whisky*  
SIX YEARS OLD

86 PROOF • ALSO IN 100 PROOF BOTTLED IN BOND • OLD HICKORY DISTILLERS COMPANY • PHILA., PA.

1958 Cars CONTINUED



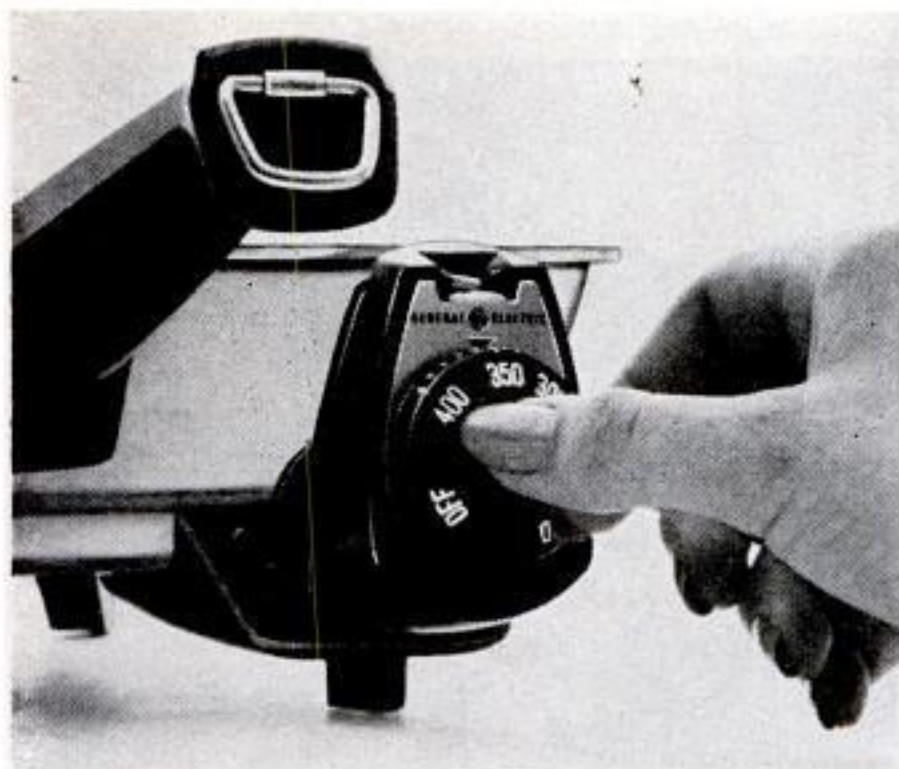
**RECESSED HEADLIGHTS** set back in the front fenders of the Lincoln Premiere make Ford Motor Company's biggest car look even bigger and heavier.



**LONG FINS**, big pointed bumpers and a scooped-out back end distinguish Lincoln's rear. It is first car by Big Three with body and frame welded together.

CONTINUED

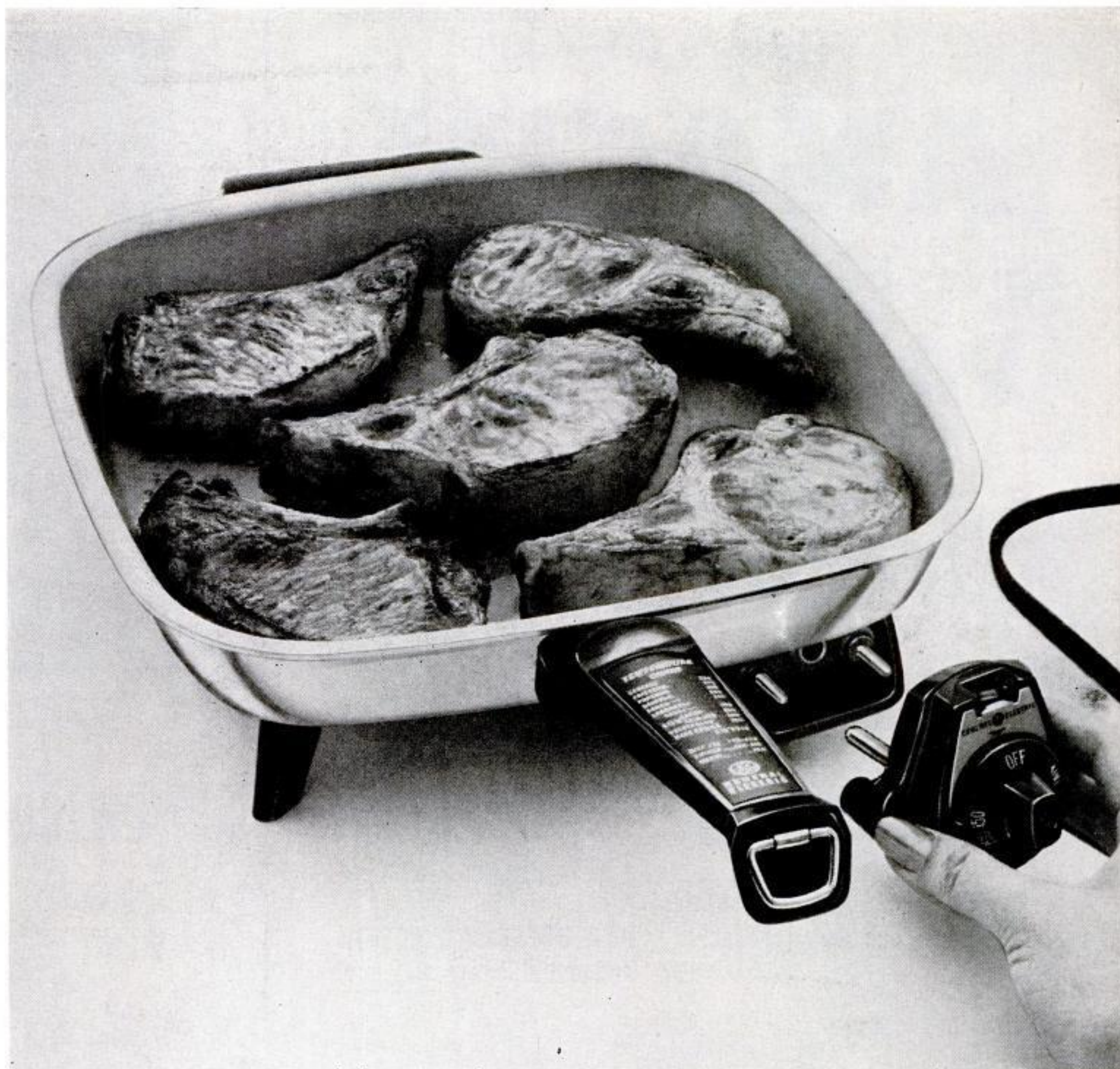




**Saves constant watching,** for now you set the temperature when you fry and cook just as when you bake. There's no need to keep adjusting the heat as with stove burners.



**Fried foods are digestible.** Only when fat gets too hot—begins to smoke—does it become indigestible. The skillet, with Silicone heat thermostat, prevents this—no smoking or burning.



**Cooks right at the table,** keeps food warm between servings—saves you from jumping up. The

General Electric Skillet is designed to complement your table setting. And it's safe on your finest cloth.

## New General Electric Automatic Skillet features more accurate, removable thermostat...\$21.95\*

(cover, \$3.50\*)



**Makes delicious stews** and pot roasts, even casseroles and upside-down cakes, when used with a cover. Chart on handle lists temperatures. Signal light tells when to put in food.

**No burning! No smoking! No constant watching! Gives perfect results every time! Thermostat detaches so skillet can be immersed in water for easier washing!**

General Electric has just developed a radically new type of thermostat which uses Silicone. This substance allows more accurate heat control.

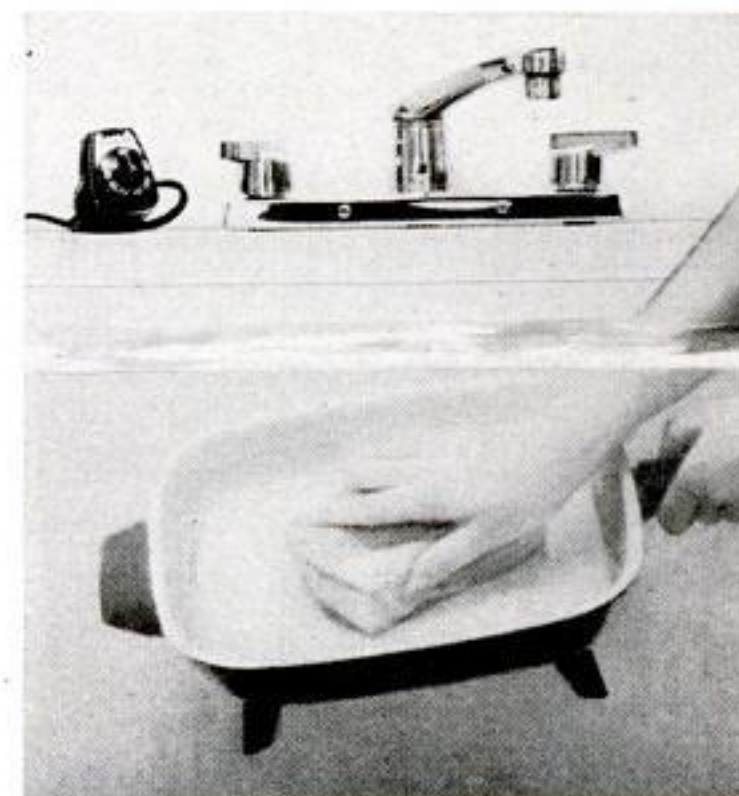
This means that the foods you fry and cook taste better—look better. For just as cakes and roasts come out best at one exact temperature—so all the foods you cook should have just a certain amount of heat.

Now you have your choice of a SQUARE or ROUND-shaped skillet! Ask your dealer about the round-shaped models starting as low as \$12.95.\*

General Electric Company, Portable Appliance Dept., Bridgeport 2, Conn.  
\*Manufacturer's recommended retail or Fair Trade price.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

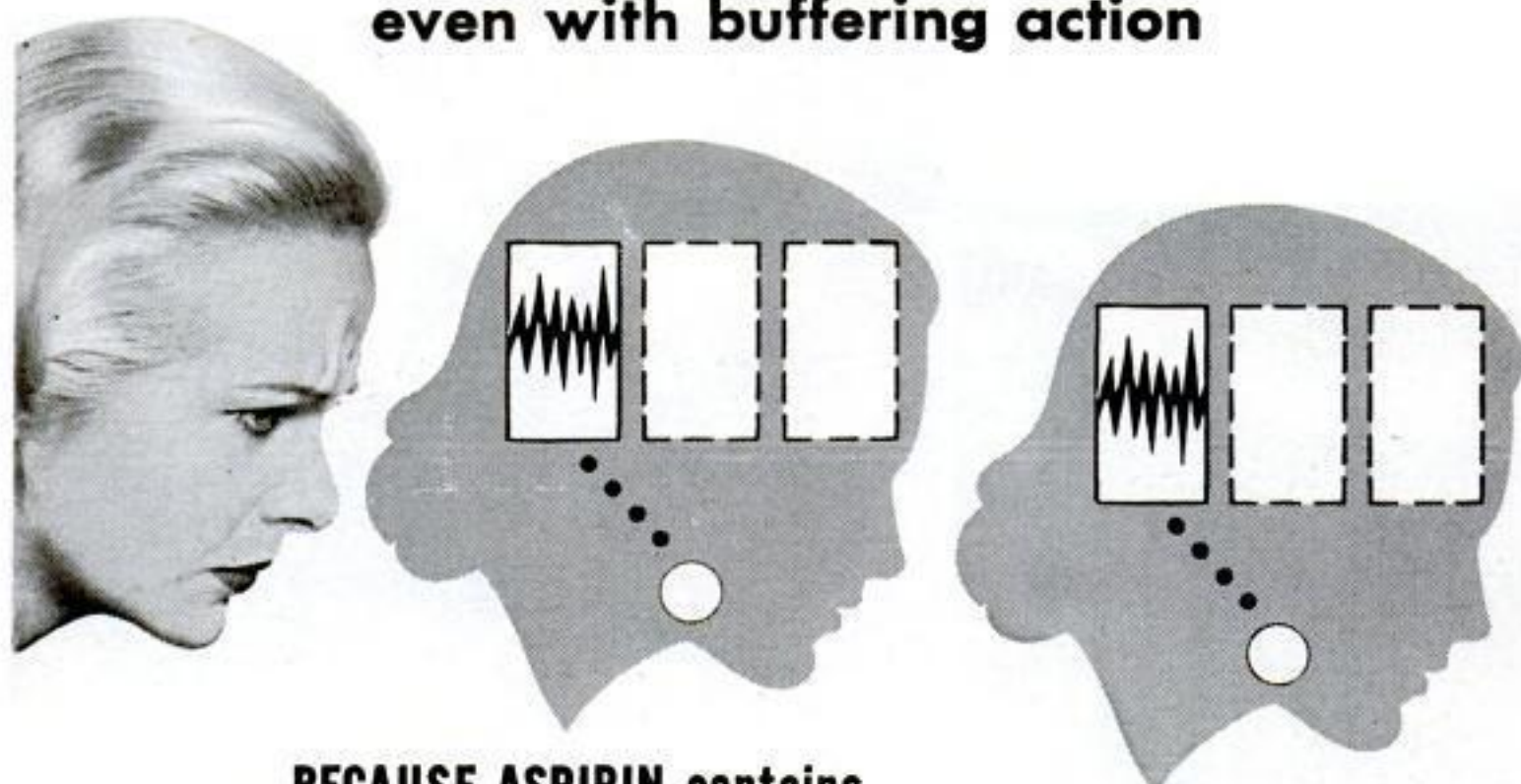


**Completely immersible!** Thermostat is removable—pulls right out like a plug—so this new skillet washes like an ordinary pan. Polished aluminum.

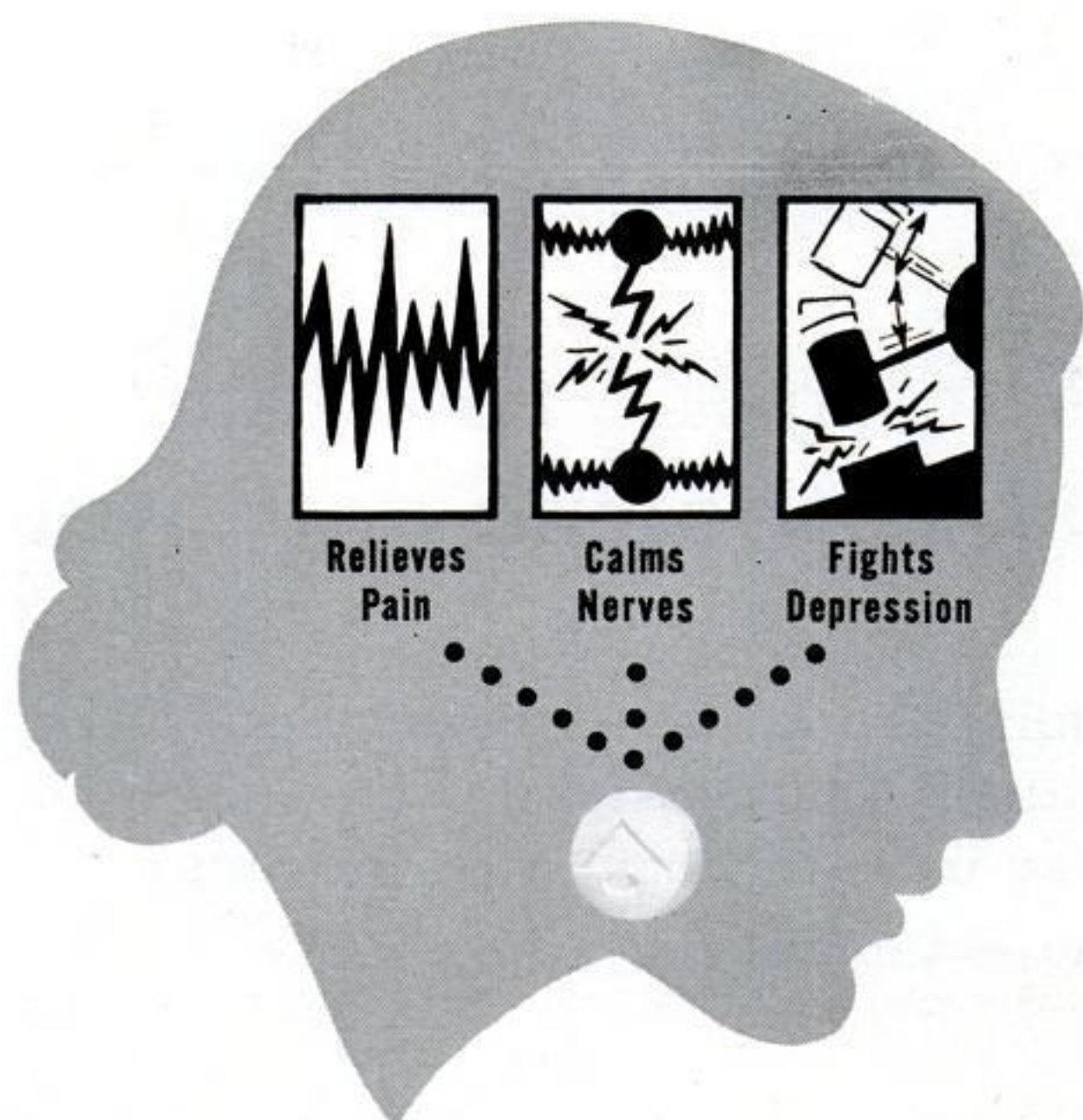


Here's why  
**ANACIN**<sup>®</sup>  
 gives better TOTAL results in  
**PAIN RELIEF**

better than aspirin...  
 even with buffering action



**BECAUSE ASPIRIN** contains  
only one pain reliever..... **ADD BUFFERING ACTION**  
 and you still have only one.



**BUT ANACIN** relieves pain, calms nerves, fights depression.

Anacin is like a doctor's prescription. That is, Anacin contains not just one but a *combination* of medically proven active ingredients. Anacin (1) gives fast relief from pain of headache, neuritis and neuralgia. (2) Calms jittery nerves—leaves you *comfortably relaxed*. (3) Fights depression. Thus, Anacin gives you better TOTAL results in pain relief than you get from aspirin, even plus buffering action. And Anacin does *not* upset the stomach. Buy Anacin Tablets today.

**3 out of 4 doctors  
 recommend the ingredients  
 of ANACIN**



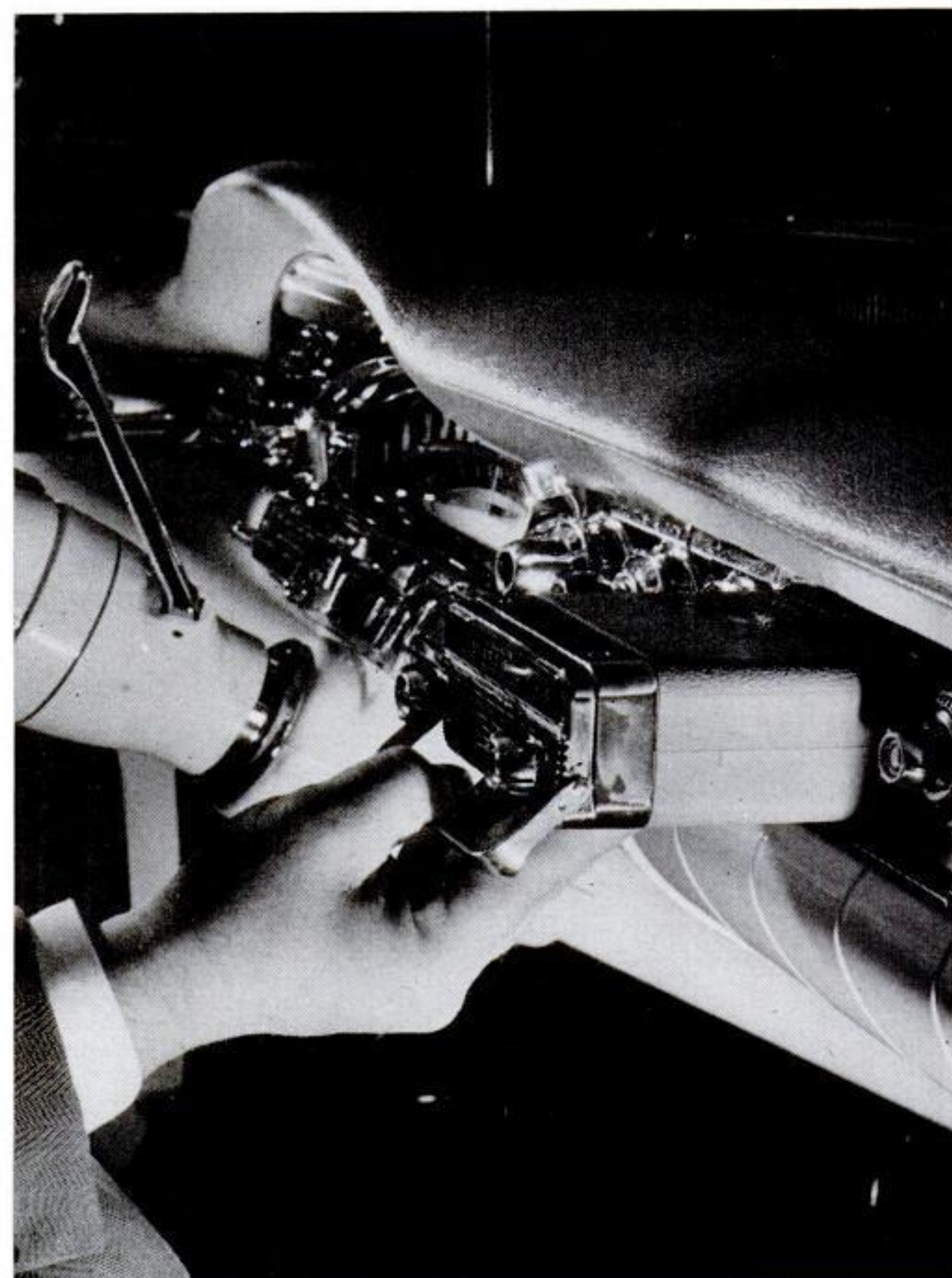
1958 Cars CONTINUED



**AUTO-PILOT** offered in Imperial and Chrysler is device for turnpike driver. By pushing button he can keep car at set speed without using foot accelerator.

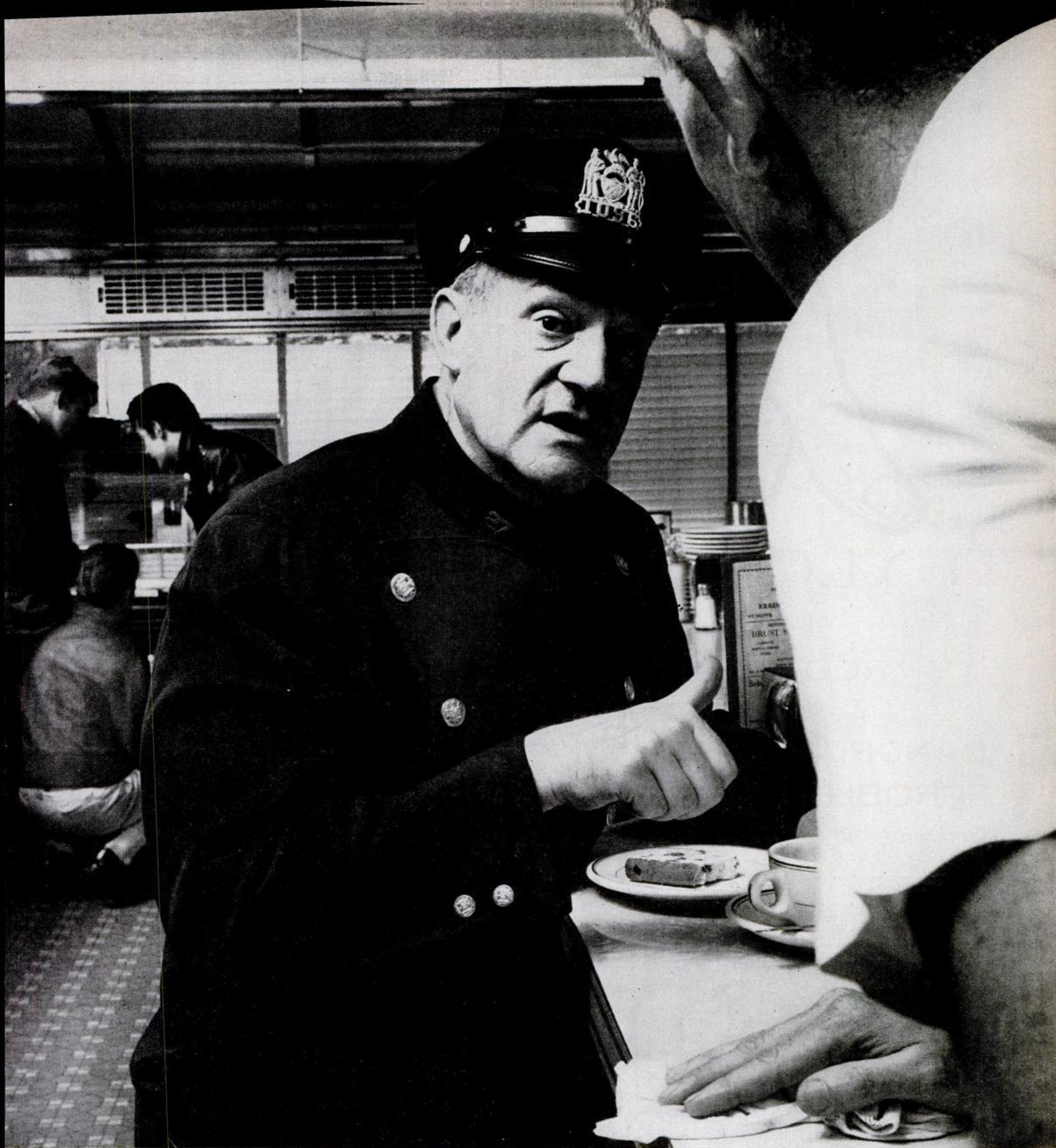
**NEW COMFORTS, CONVENIENCES**

The new cars have new gadgets, all of them optional, that make driving easier, more comfortable and more convenient. Chrysler and Imperial have an auto-pilot (*above*). Pontiac and Olds have removable radios. Riders of all GM, Ford and American Motors cars can literally float on air through the use of air suspension systems (offered last year in Cadillac's most expensive model). Many cars have stepped up their horsepower, but Oldsmobile has come up with a gas-saving carburetor and Ford a gas-saving gear ratio for economy-minded motorists.



**REMOVABLE RADIO** in Oldsmobile or Pontiac, a transistor model, plays on car battery when installed in dash. Taken out of car, it plays on own batteries.





## "You can usually spot a wrong kid just by the way he looks"

Sure it's unfair, but it's a fact: people today judge a youngster by appearance. And once they've tabbed a boy, it's tough to change their minds about him, their attitude toward him. Look at your boy. Look at him through his teachers' eyes—your neighbors' eyes. Could the way he looks, the clothes he wears, give them the wrong impression? Are you making sure he looks right, dresses right, everywhere he goes?

**Dress Right—you can't afford not to!**



American Institute  
of Men's and Boys' Wear  
To Dress Right, shop at stores  
that display this symbol.



**THYLOX<sup>®</sup>**  
S H A M P O O  
gets to the  
**ROOT**  
of your  
**DANDRUFF**  
**PROBLEM**  
*...and wipes it out!*



1.50



New Medicated Shampoo penetrates fast, goes down deeper, stops dandruff and itchy scalp—yes, even stubborn cases.

The age of medical achievements adds a new name—*Thylox*—the first liquid medicated shampoo that really stops and prevents dandruff as it washes your hair clean.

Hundreds of medical tests reveal that, for every ten cases of dandruff, —even the most stubborn cases— *nine* show truly remarkable results. Scalps are reported medically clean, hair glowing with health. *Dandruff gone.*

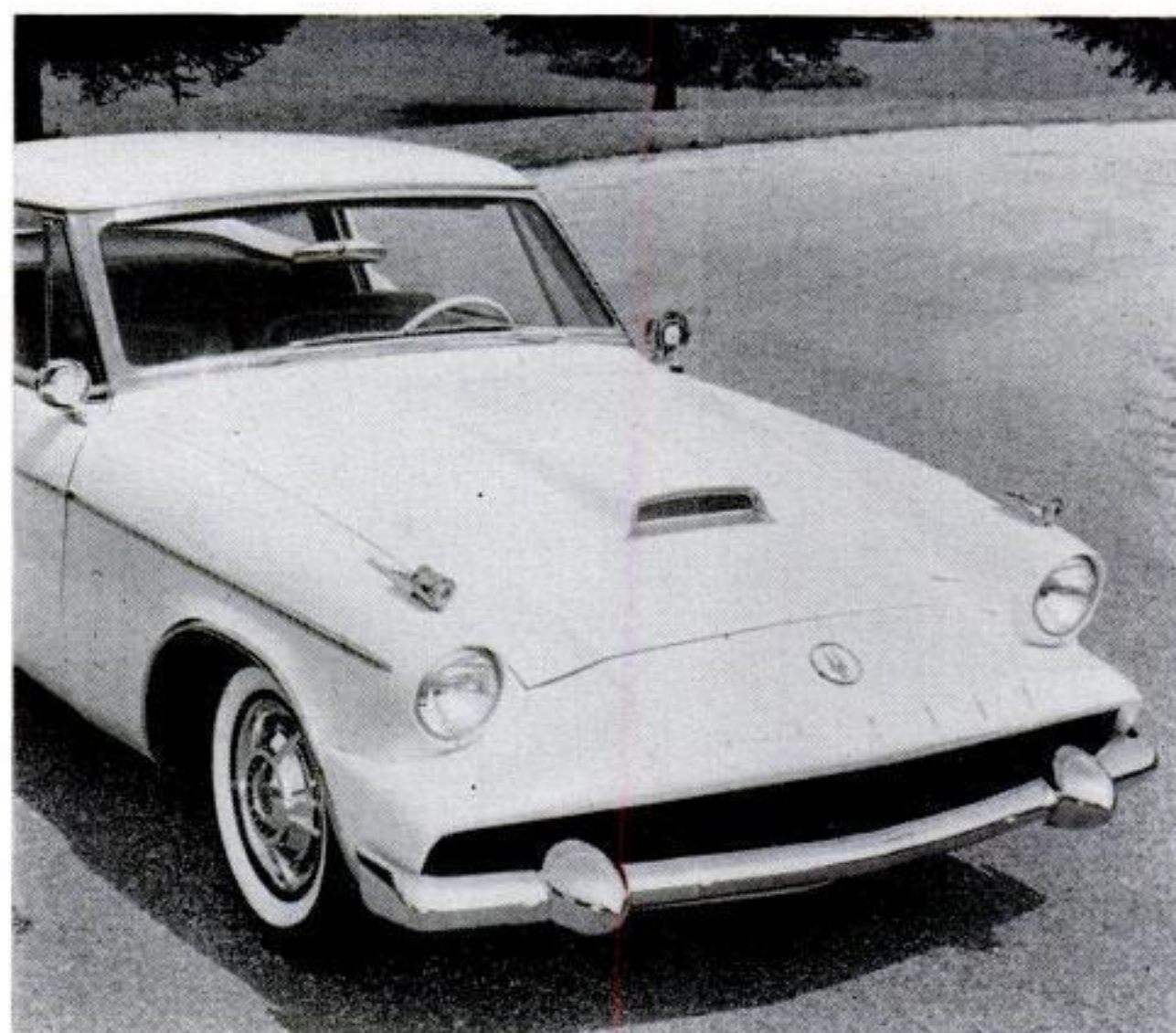
Why does *Thylox* work—where

other treatments, other shampoos fail? *Thylox* has an exclusive curative ingredient that penetrates fast and goes down deeper—wipes out dandruff, stops itchy scalp. What's more, *Thylox* is completely safe for eyes, pleasant to use and leaves your hair sparkling clean. *The shampoo rinses out, the medication stays in.*

Buy *Thylox* Medicated Shampoo at your drug counter, use regularly as directed—and forget you ever had dandruff.

PRODUCT OF THE PHARMACEUTICAL DIVISION OF SHULTON

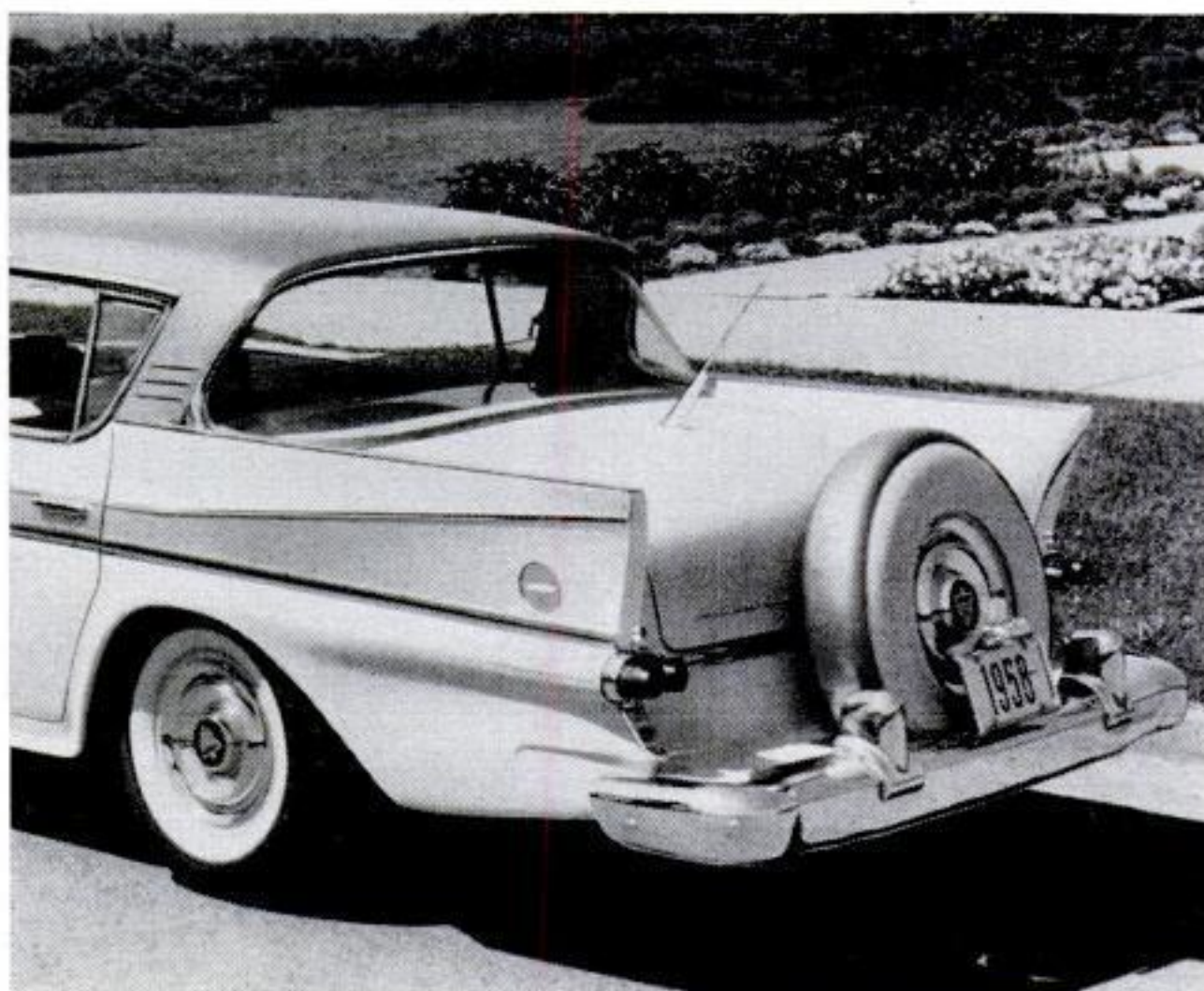
1958 Cars CONTINUED



**FAMILY SPORTS-TYPE CAR**, Packard Hawk by Studebaker-Packard, has a long, low hood and a full-width air intake. The car is designed to combine the performance of a sports car with the roominess of a family car, has a luxurious all-leather interior, padded dash. It is very low, only 54¾ inches high.



**WAFFLE-IRON GRILLE** of the new Buick is made up of 160 glittering, three-quarter-inch chrome squares in four rows that extend across the entire front of the car. It is part of a heavy face-lifting for Buick that also includes lowering the fender line and raising the hood line to accentuate the fancy new grille.



**FLARED REAR FENDERS** of American Motors' new Ambassador have fins that curve outward and are accentuated by chrome trim which runs along the top and rear edges. The Ambassador is a low-medium price car in the Rambler line which completely replaces the company's old Nash and Hudson cars.



HAVE YOU  
EVER TASTED  
MANISCHEWITZ  
WINE?



Maybe you've felt this wine was not for you? One sip will tell you what a treat you've been missing. Manischewitz is *everybody's* wine. Sure enough, it has always been—and still is—the time-honored wine to serve on special occasions. But you'll find it tastes far too delicious to be kept for great days only. Made from sunripened, luscious, sweet Concord grapes, Manischewitz

captures their natural goodness and flavor. It's a joyful wine at any time—but especially to drink with your friends and family around you. Serve Manischewitz Wine, and honor your guests. Look for it in the famous foursquare bottle.



*everybody's wine — because it tastes so good*

**MANISCHEWITZ**  
(“Man, oh Mani-shev-its”)

CONCORD GRAPE WINE, SPECIALLY SWEETENED; MEDIUM DRY CONCORD WINE; AMERICAN BURGUNDY & SAUTERNE; 100% PURE AND SPECIALLY SWEETENED BLACKBERRY, CHERRY & LOGANBERRY WINES AND AMERICAN MALAGA. MANISCHEWITZ WINE COMPANY, NEW YORK.



"Any cereal keeps me feeling swell  
... as long as it's  
**Post Bran Flakes**"



DICK SARGENT

YES, LIFE IS SWELL WHEN YOU KEEP WELL—with Post's (*delicious!*) 40% Bran Flakes. You get all the "keep regular" benefits of bran—in a cereal that tastes so good lots of people eat it for the flavor alone! Maybe that explains why Post is the largest-selling bran flakes in the world.



"ALL POST CEREALS HAPPEN TO BE JUST A LITTLE BIT BETTER"



The Breakfast Foods of General Foods



# A Poetic Reprise for Chicago's Laureate

**C**ARL SANDBURG, who had worked in and around Chicago as a milkman, field hand, dishwasher, house painter and newspaper reporter, in 1916 put himself and his adopted city on the map, poetically speaking, with his famous *Chicago—Hog Butcher for the World, Tool Maker, Stacker of Wheat, Player with Railroads and the Nation's Freight Handler*.

A few months ago, Chicago's unofficial poet laureate returned to the city at the invitation of a group of industrialists and planners

called the Chicago Dynamic Committee, formed to honor the city's architectural heritage. His assignment was to write a new poem about Chicago and to do it he visited new buildings and historic old ones, steel mills, his old haunts and even re-examined the Chicago area from a helicopter (p. 110). This week he delivered his new "poem" in the form of a speech at a Chicago Dynamic banquet. LIFE herewith prints excerpts from it, in the poetic form into which Mr. Sandburg's rolling prose often most naturally falls.

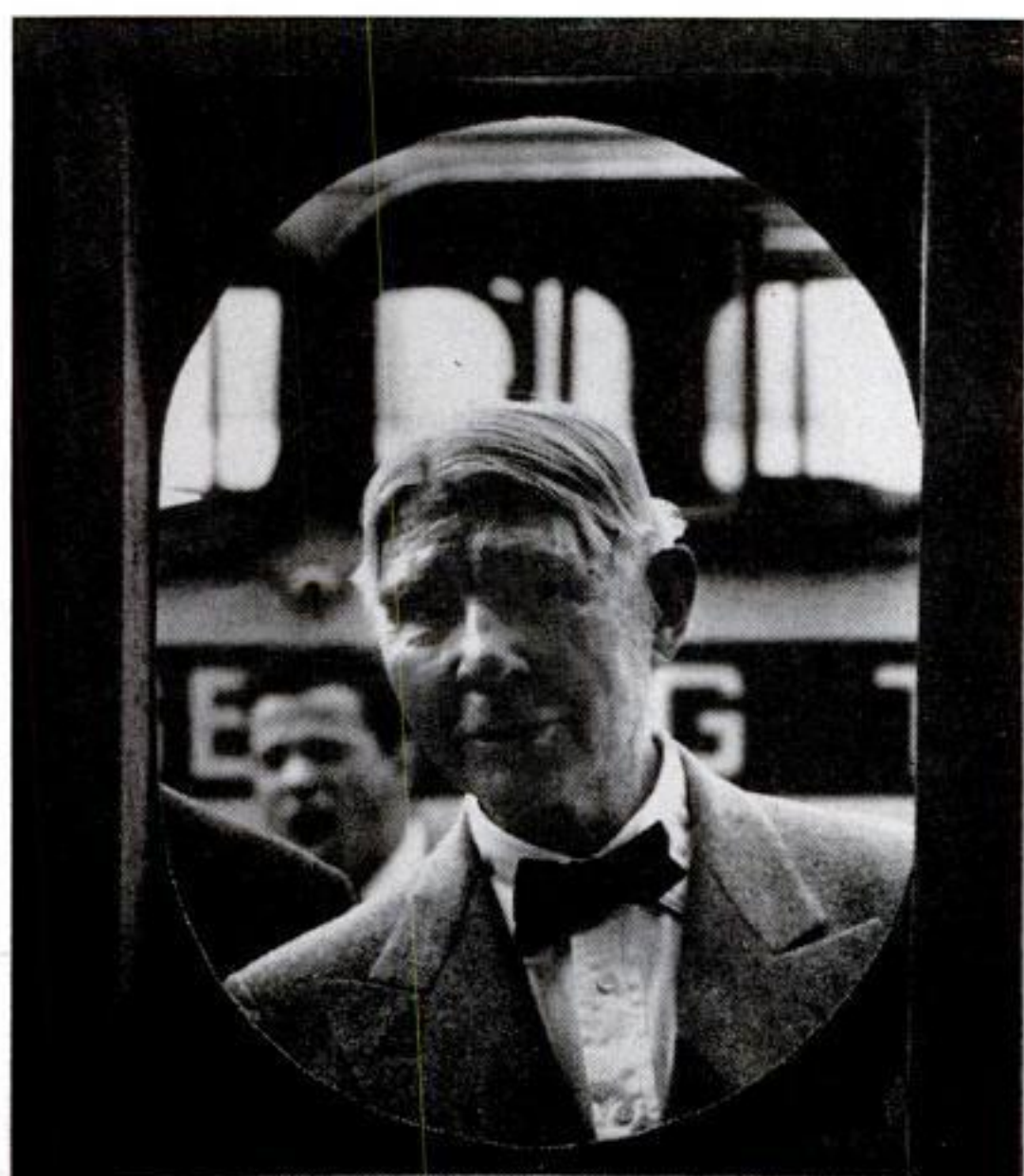


FROM Chicago Board of Trade, Sandburg scans "Canyon" of financial district. At right is Field Building.

## CHICAGO DYNAMIC

**W**E live in the time of the colossal upright oblong.  
We are meeting in the city where the skyscraper was born.  
But the first ones are overtowered by far taller ones  
who laugh at how far they gaze and what they see  
in the daytime across Lake Michigan  
and the Illinois prairie.  
Chain supermarkets from coast to coast,  
Concrete highways spanning the continent for a motorized America,  
Millions of horses vanished into horizons of thin air  
to be replaced by millions of steel tractors,  
skyways and airport timetables,

CONTINUED



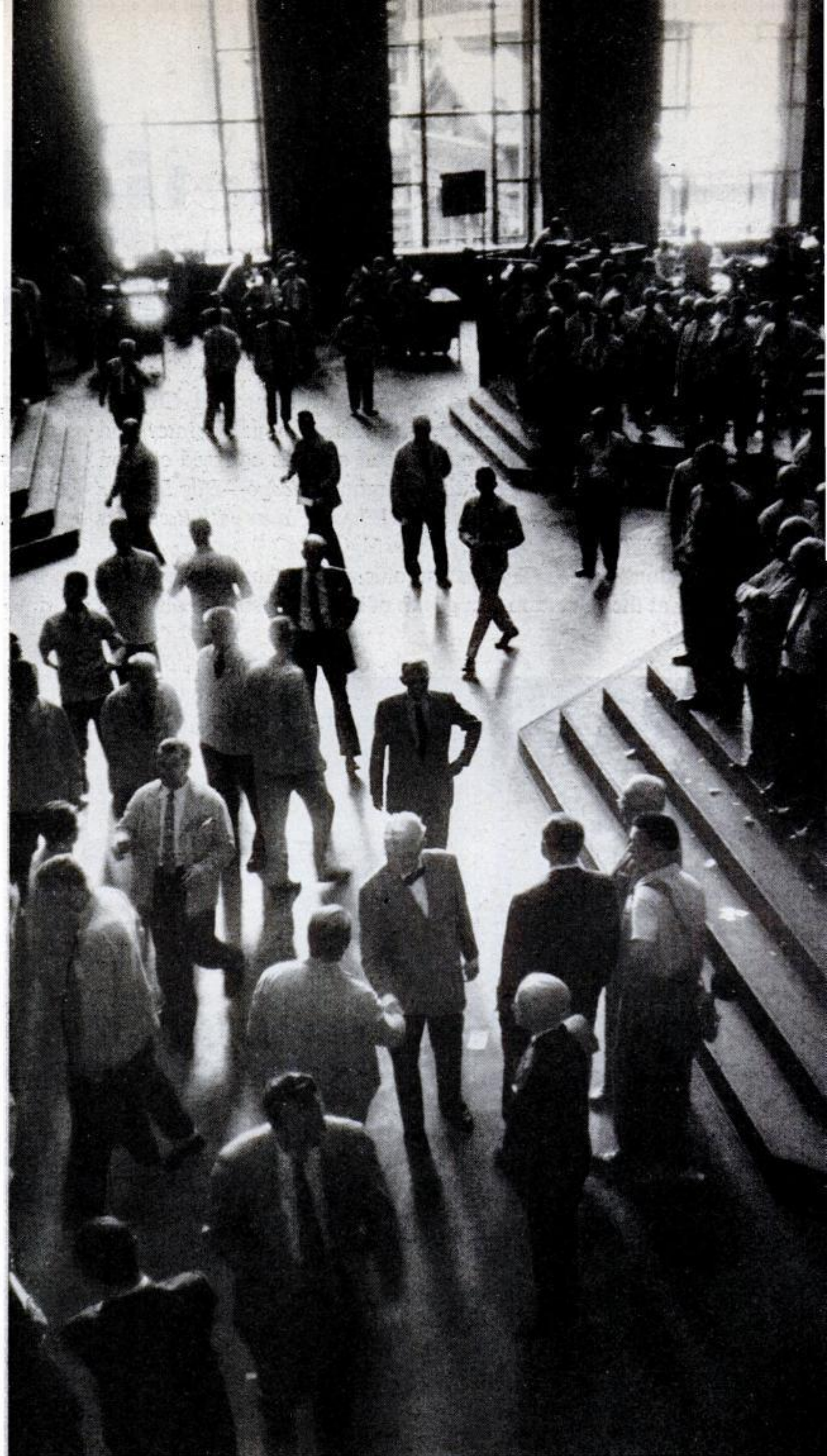
THROUGH a "sidewalk superintendent's" porthole, the poet peers at new six-story Mutual Trust Building.



## POETIC REPRISE CONTINUED

Towels and kerchiefs of tissue replacing linen and cotton,  
 Millions of outdoor privies banished in behalf of indoor  
 plumbing and flush toilets,  
 The candles of the early Lincoln generation replaced by  
 Edison's light bulbs,  
 The sweated trades and slum needle workers amalgamated  
 and moving into middle class comforts.  
 And now the people, the vast millions by printer's ink  
 and billboards, by neon signs and show windows, by  
 radio and TV mandates over the airways night  
 and day, the vast millions told to live better,  
 to want more, to live more easy, to have more fun  
 and comfort and even luxury.

And now there is a material prosperity, a fat-dripping  
 prosperity, surpassing any previously known.  
 And now there is complacency and conformity among the  
 young people—to such an extent that educators  
 on Commencement Day feel called on to tell these  
 young people:



SURROUNDED by traders, Sandburg goes on the floor of  
 Board of Trade ("The Pit"), country's largest grain exchange.

"Beware of being satisfied with things as they are!  
 Beware of conformity in ideas!"  
 This time of nuclear weapons and cold war is a crisis,  
 the latest one.  
 There have been many others in the making of this nation.  
 The call to hardship, toil and combat runs like a blood-  
 scarlet thread over and through the story of  
 our American people. It has cost to build this nation.

Always the path of American destiny has been into  
 the Unknown.  
 And never was it more true than now—the path of America  
 leads into the Unknown.

SANDBURG, who once called "the little two-legged joker, Man"  
 America's builder, jokes with steelworkers at Gary.



for **HEADACHE**  
**UPSET STOMACH**  
**COLD DISCOMFORTS**

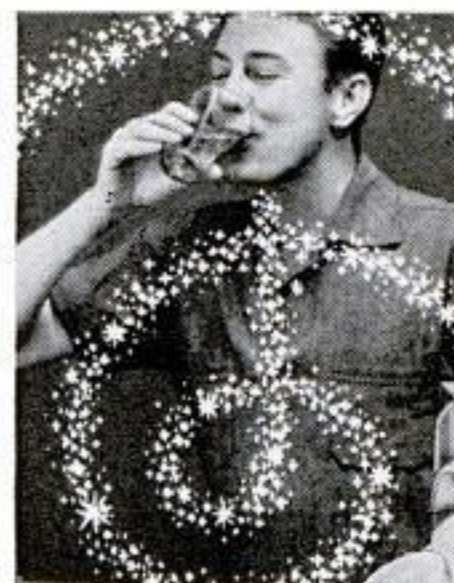
Relief  
is  
just a swallow away

with **Alka-Seltzer**<sup>®</sup>  
BRAND

Discover the difference between ordinary relief and the "feel better all-over feeling" ALKA-SELTZER gives. This is a superior type of relief . . . relief not only for *part* of you, but **ALL** of you. Dissolved in water, ALKA-SELTZER becomes a relief-giving liquid that your body can use easily, naturally, quickly . . .

*Alka-Seltzer helps you feel better ALL OVER*

**MILES LABORATORIES, INC. Elkhart, Indiana**



*Through the stomach,  
into the system,  
around and around  
it flows.*





# Looking for Something?



**TRAVEL  
BUREAUS**



**FROM FUR BUSINESS  
TO TRAVEL BUREAUS**  
*whatever you need-*

Find It Fast  
In The  
**Yellow Pages**



Ads with this emblem  
make your shopping easier

## POETIC REPRISE CONTINUED

Portentous came these words from Lincoln to Congress,  
Dec. 1, 1862: "The dogmas of the quiet past are  
inadequate to the stormy present. We must think anew,  
we must act anew. We must disenthral ourselves."  
When you disenthral! yourself you cut loose from old  
traditions and begin to make new ones. This Chicago  
had done in previous dynamic periods. Daniel Burnham,  
part of a Chicago Dynamic of a former time, is  
unforgotten out of his work and his saying, "Make no  
little plans . . . Aim high in hope and works."

In the book *Remembrance Rock* [a novel by Sandburg]  
an affirming character says: "Man is a changer.  
God made him a changer. You may become the witnesses  
of the finest and brightest era known to mankind.  
The nations over the globe shall have music,  
music instead of murder. It is possible. That is my  
hope and prayer—for you and for the nations."

© 1957 BY CARL SANDBURG



At Meigs Field in Chicago, Sandburg takes his first flight  
in helicopter to get a new point of view on his subject.

# 1 2

## PRICE SALE



NOW GET ONE BOTTLE AT  
HALF PRICE WITH  
PURCHASE OF FIRST  
BOTTLE AT REGULAR PRICE

\$1.08 VALUE... **81¢** PLUS TAX  
AT YOUR FAVORITE DRUG COUNTER

LIMITED TIME ONLY

**Hinds** *Honey & Almond*  
Fragrance Cream  
A PRODUCT OF LEHN & FINK





## Pet Milk presents ... the fudge that never fails!

*Creamy-smooth and firm—  
with no beating, no testing!*

Every single batch turns out mellow-rich and marvelous ... for this is fudge made with double-rich PET Milk and no other! Different from ordinary forms of milk, PET® Milk is evaporated whole milk with *all* the precious cream left in it. That's the secret of its extra richness, its cream-like blending qualities ... and *your* luscious homemade fudge.

### **PET EVAPORATED MILK**

**FIRST IN CONVENIENCE FOR COOKING—  
FOR COFFEE—FOR BABIES!**

To you—from PET—top TV entertainment! Enjoy RED SKELTON and  
EDGE OF NIGHT over CBS-TV... consult your local newspaper for station and time.



#### **MARSHMAL-O-FUDGE—Extra easy and always welcome!**

1. Mix in a heavy 2-quart saucepan ...
  - 2¼ cups Sugar
  - ¼ cup Butter or Margarine
  - ¾ cup PET Evaporated Milk
  - 5-oz. jar Marshmallow Creme (1 cup)
2. Cook and stir to a full, all-over boil. Boil and stir over medium heat 5 minutes. Take off heat.
3. Stir in .....
  - 6-oz. pkg. semi-sweet Chocolate Pieces
4. Stir until chocolate is completely melted and blended into mixture.
5. Pour into buttered 8 or 9-inch pan. Press shelled walnut halves into top of fudge. Cool thoroughly. Cut into about 2 to 3 dozen pieces. Makes 2 lbs.

"DELICIOUSLY YOURS"—free 16-page cookbook featuring tasty main dishes, luscious desserts by Mary Lee Taylor. Write Pet Milk Co., 1610 Arcade Building, St. Louis 1, Missouri.

Copr. 1937 Pet Milk Co.



# Now! Complete automatic The New JOHNSON'S



DRY-CLEANS RUGS!

**49.95**

suggested retail price—  
includes Convertible,  
polishing brush, 3 buffing pads.

**Optional equipment** available at slight additional cost: Waxing and Scrubbing Kit includes 1 pt. Kleen Floor, 1 pt. Beautiflor, 10 disposable pads and scrubbing brush. Rug-Cleaning Kit includes rug-cleaning brush plus four 12-oz. cans of Johnson's Rug Cleaner.

See your Johnson's dealer today or write for **FREE** floor-care booklet to Johnson's Wax, Dept. L117, Racine, Wis.

THE JOHNSON'S WAX

*Convertible*



# floor care in ONE machine!

## WAX Convertible

★ **CLEANS AS IT WAXES!**

★ **POLISHES FLOORS!**

★ **SCRUBS FLOORS!**

★ **EVEN DRY-CLEANS RUGS!**



**ONE!** you clean as you wax!

**TWO!** you polish!

**One, two—and you're through!**

**Cleans as it waxes!** Only practical *automatic* way to put wax on wood, vinyl, linoleum, other floors! Put an exclusive disposable pad in place. Then, the Convertible does the work—spreads Beautiflor Wax evenly, smoothly. Picks up dirt as it puts down wax. Yes, cleans as it waxes!

**Polishes!** Simply put on the Convertible's exclusive polishing brush—takes only a second and a flick of the wrist. Then, with the slightest hand pressure, guide the Convertible while it polishes. In minutes, your floors will gleam with a rich, satin-like lustre that *lasts!*

**Your floors are waxed—you're relaxed!** And you did the entire job—cleaning, waxing and polishing—while on your feet. No crawling over the floors on hands and knees . . . everything is *automatic*. (P.S. Machine will give quick "between-waxings" buff-ups, too!)

**Actually dry-cleans rugs—right on your floors!**

**Scrubbing? It does that, too!**



**Imagine!** The new Johnson's Convertible, with its special rug-cleaning brush, actually dry-cleans rugs right on your floors! What a wonderful convenience for you—and what welcome savings on your dry-cleaning bills!

**Simply use the Johnson's Convertible** with Johnson's Rug Cleaner—a brand-new product, exclusively developed to clean and brighten your rugs and carpets scientifically. Takes so little time . . . so little effort.

**For floors** that need occasional heavy scrubbing, attach the Convertible's special "Scrubber" brush. Floors get a thorough soap-and-water cleaning—*automatically*. Johnson's exclusive single brush design keeps baseboard safe from splashes, too.

**. DOES IT ALL FROM WALL TO WALL !**

"Johnson's", "Beautiflor" and "Kleen Floor" are all registered trademarks of S. C. Johnson & Son, Inc., Racine, Wis.



# Now you're as expert as a Cantonese chef when you fix chow mein the Divider-Pak® way

\*Trademark Reg. by Chun King Sales, Inc.



You buy one neat package . . . Then just zip the tape . . . and look! . . . It's two cans—crisp vegetables in one. Savory meat and sauce in the other.

**Freshness, brightness, flavor  
as never before . . . except in  
fine Cantonese restaurants**

**W**HAT'S been the secret of the Chinese for preparing chow mein and chop suey—those delicious dishes featuring vegetables and meats? Keeping the vegetables apart from the meats and sauces until the very last minute when they are combined to make those intriguing, flavorful dishes.

That's the method Chun King uses in its Divider-Pak way of cooking and packaging. The meat and sauce which require slow cooking are in the top can of the Divider-Pak. The chow mein vegetables such as celery, bean sprouts, water chestnuts, which are quick-cooked, are in the bottom can.

All the delicious flavor, texture and brightness for which these foods are famous are guarded. No mushiness or sogginess. You simply combine the contents of both cans, heat and enjoy chow mein or chop suey the likes of which can be found only in fine Cantonese restaurants.

Look for this display at your food store



**A change-of-pace-meal with glamor appeal.** Chun King Chicken Chow Mein—appetizing to see, uniquely tempting . . . and low in calories. Serve with Chun King Noodles and Chun King Soya Sauce.





EARTH-COLORED SKULL OF NEW-FOUND NEANDERTHAL HAS DEEP SOCKETS, BROAD NOSE, LOW BROW, THICK BROW RIDGE WHICH IS GROOVED BETWEEN EYES

## THE HISTORIC SKULL OF SHANIDAR CAVE

**Bones of a man killed in a rockslide in Iraq 45,000 years ago prove existence of a new Neanderthal type**

In a huge cave near Shanidar village in the wild mountains of northern Iraq, a young American anthropologist recently climbed into a trench dug in the cavern floor and excitedly brushed clods of earth from a convex, light-brown oval of bone. The earth he loosened had fallen on the bones in a rockslide which 45,000 years ago had killed the cave's occupant. As he brushed, a thick, grooved ridge appeared on the oval, and then two hooded holes. Looking at his find, Ralph Solecki realized he had come upon something new and significant. He had, in fact, discovered one of the most important prehistoric human remains ever unearthed.

This was the skull of a hitherto unknown human who lived at the beginning of the last Ice Age. The skull's shelllike brow ridge (*above*) and low forehead showed it was a Neanderthal, a member of the hardy,

cave-dwelling stock (LIFE, Nov. 7, 1955) which dominated most of the Old World between 70,000 and 40,000 B.C. But the cleft in the skull's brow ridge was similar to modern man's and had never before been found in pure Neanderthals. The skull proves Neanderthals were not a homogeneous people, as had appeared before, but a varied racial group (*p. 118*).

With its skeleton, found beside it (*next page*), the skull gives scientists a much clearer picture of Neanderthals—facts of importance because, though Neanderthal is not an ancestor of modern man, he probably interbred with some modern-type humans and may have contributed the short, thick-necked build found among certain European and Near Eastern people today. Finally, the newly found bones suggest that the Neanderthals' as yet unknown place of origin may have been western Asia.





**LIMESTONE CAVE** where bones lay looks out on Zagros Mountains of Iraq. Workmen dig successive layers in trench at center of cave floor, surrounded

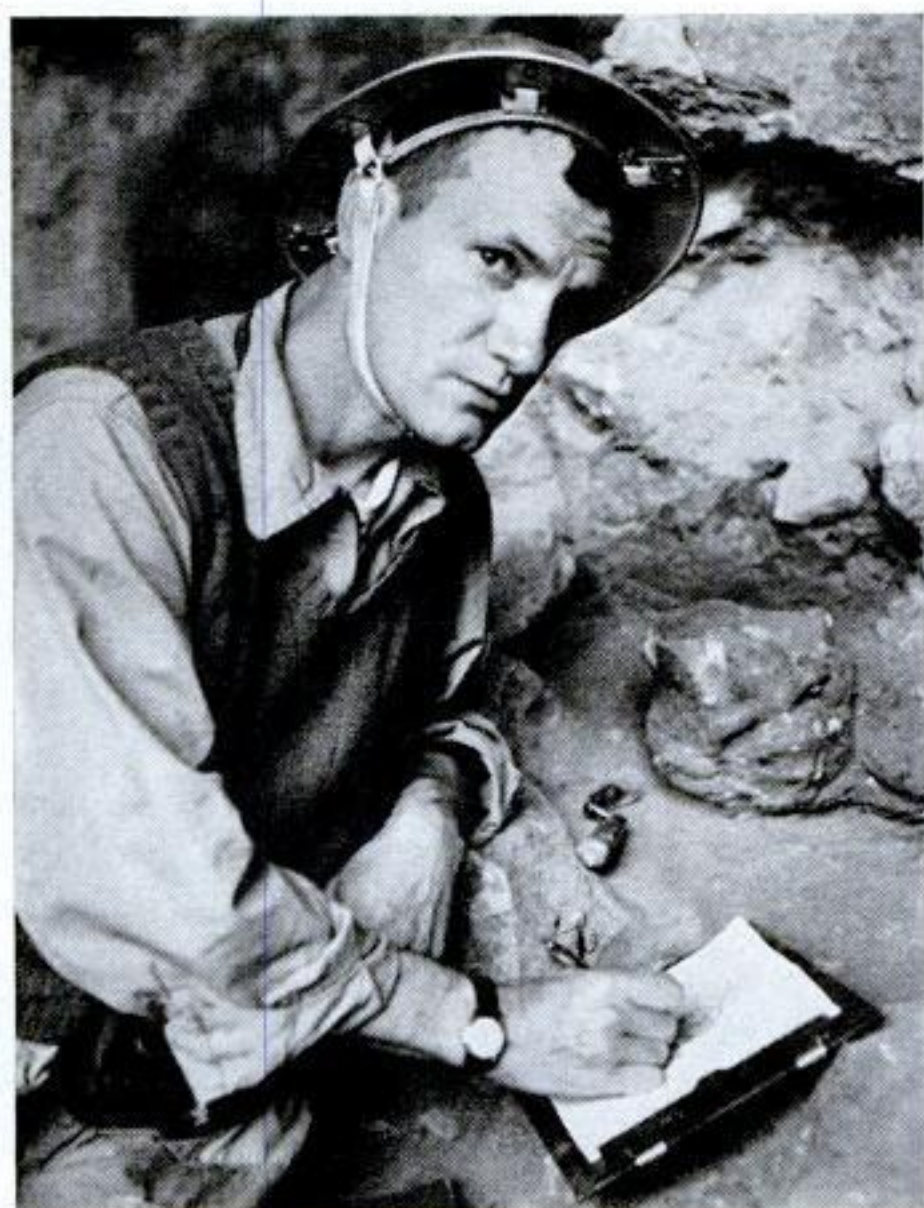
by barbed wire to keep sheep and goats of present-day cave dwellers from falling in. Cave dwellers (*shown below*) live in twig and leaf shelters at left.



**MODERN CAVE DWELLER**, a turbaned Kurdish herdsman, spends winters in cavern where skull was found. He keeps long pipe stuck into neck of jacket.

← **HERDSMEN'S KIN GATHER BY A FIRE IN THE CAVE**





**DISCOVERER**, Ralph Solecki of Smithsonian Institution, examines skull. Helping on job were his anthropologist wife, P. E. Smith, George Maranjian.



**SKELETON** shows effects of fatal rockfall. Above bones of the short, broad feet are twisted, shattered lower leg bones. Above pelvis is huge rib cage. One

arm lies across chest; the other was pinned behind body. Skull, severed from body in rockslide, has here been removed. Barred stick is 11.8 inches long.



CLASSIC  
NEANDERTHAL



## PREHISTORIC COUSINS, AN ANCIENT ACCIDENT

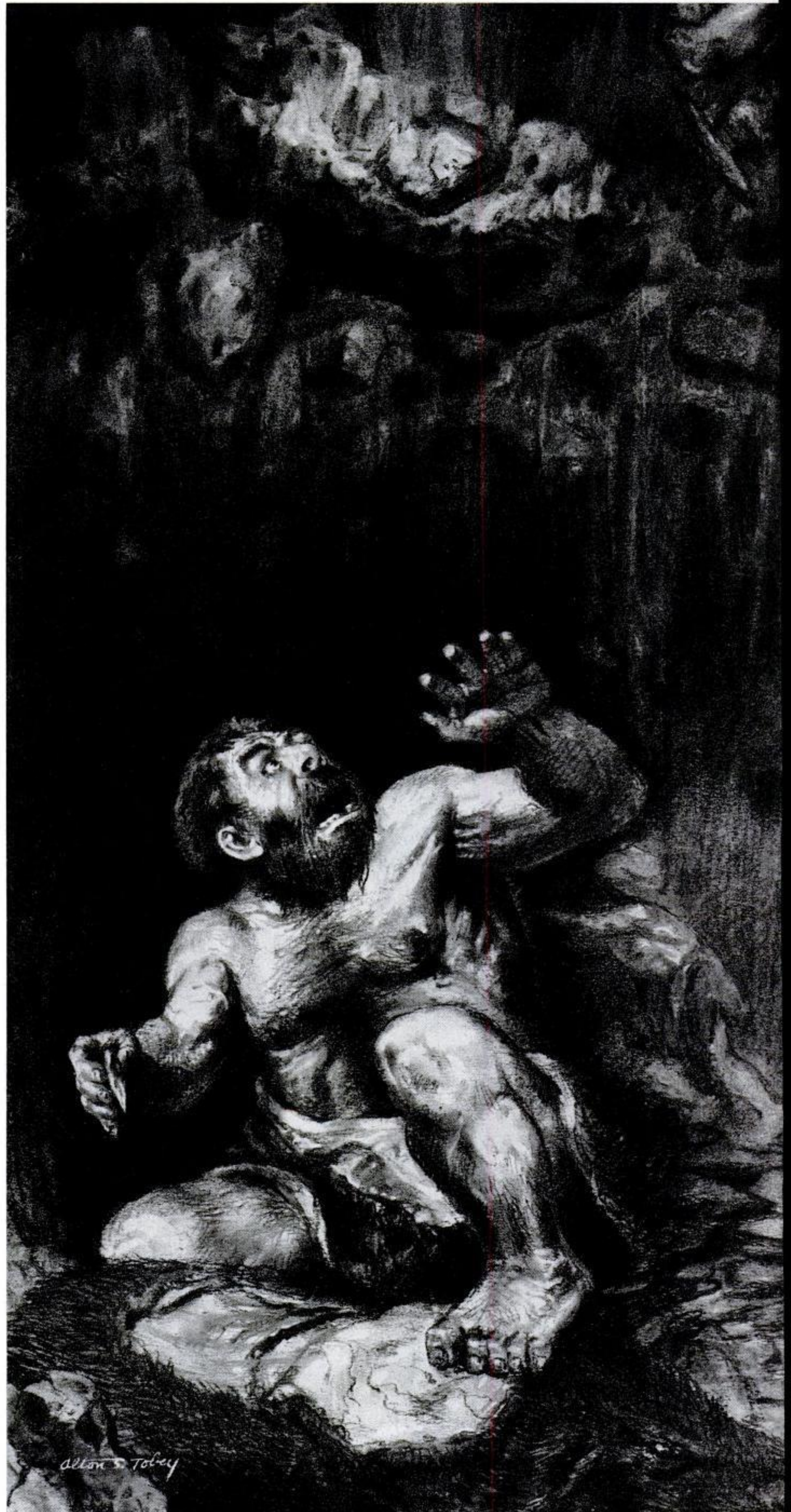
From the position and condition of the skeleton, Ralph Solecki determined how Shanidar man died (*right*). With this skeleton and two others found deeper in the cave, he has proved the existence of a new Neanderthal type that had not mixed with modern man yet had a face more modern than other pure Neanderthals.

The Neanderthal racial group now appears to have had at least three variants. The classic type (*above*), found mostly in Europe, is probably the oldest. He was about 5 feet 3 inches, weighed 180 pounds, had a solid shelflike brow ridge, virtually no forehead or chin, and very short calf and forearm.

The mixed type (*below*), found in Israel, probably was a hybrid of Neanderthal Man and modern-type man. He was slimmer and taller (5 feet 7), had a grooved brow ridge, more forehead, a chin and longer forelimbs.

The newly found Shanidar variant has his classic cousin's primitive body build and his mixed cousin's more modern brow ridge. Further study of his bones may show that he also had a less stooped and toed-in posture than scientists have attributed to the Neanderthals.

MIXED  
NEANDERTHAL



**NEW NEANDERTHAL**, found in Shanidar cave, probably was skinning a wild boar when an earthquake cracked the roof of his cave and huge rocks

crushed him to death. The hunter was about 35 years old, 5 feet 3 inches tall, short-necked, barrel-chested, large-nosed and had lost two front teeth.



Style-right Arrow "Glen" and "Arden"



Shirts, \$4.00; Acetate-rayon tie, \$1.50.

Why the trend to shorter-point collars? The reasons are summed up beautifully in these trim Arrow Shirts: the soft-collar "Glen" and the non-wilt "Arden." Both are scrupulously correct, sumptuously comfortable. And they're fashioned the fine Arrow way of long-wearing "Sanforized" broadcloth. The "Glen" features the new LINK CUFF®—the easy-on, French-type, no-fold cuff with only two buttonholes to close.

• Trademark

**ARROW** — first in fashion

Cluett, Peabody & Co., Inc.

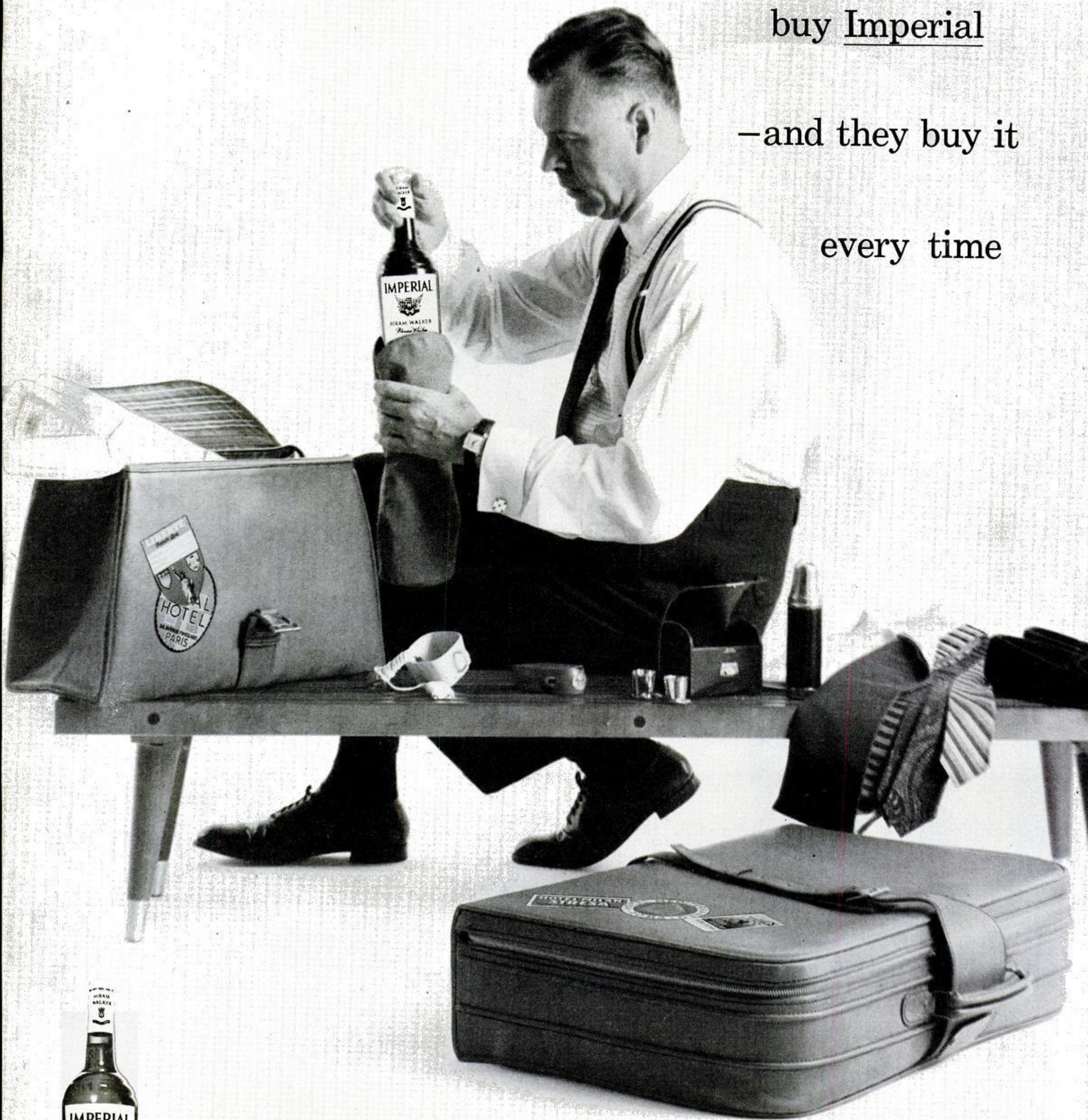


Knowledgeable people

buy Imperial

—and they buy it

every time



**Whiskey by Hiram Walker**

BLENDING WHISKEY • 86 PROOF • 30% STRAIGHT WHISKEY • 6 YEARS OR MORE OLD • 70% GRAIN NEUTRAL SPIRITS • HIRAM WALKER & SONS INC., PEORIA, ILLINOIS



# Exploits of Wacky Warriors

## TWO SLAPSTICK SHOWS RIB LIFE BEHIND LINES

A pair of merry exercises in movie slapstick will let some old discharged enlisted men get even with old discharged officers for a lot.

In Columbia's *Operation Mad Ball*, Stage Producer Jed Harris' first movie, Yancey Skibo (right) is a sergeant in France at war's end who, when a regiment's commander threatens to interfere with his fun, writes orders shipping the whole regiment to sea. He and the movie plot boil happily through a complication of missing corpses and missing generals, all brought on so that the enlisted men can put on an off-limits ball (p. 123).

In MGM's *Don't Go Near the Water*, taken from William Brinkley's novel (LIFE, July 2, 1956), Farragut Jones (below), a punch-drunk sailor hopelessly addicted to profanity, is blindly selected because of his name as the Typical Young Navy Man. He is a trial to the officers stationed on a Pacific island as they try to clean up his language while coping with the problems of the love life of enlisted men, fatheaded commanding officers and fascinating female correspondents (p. 124). In both movies enlisted men make love to commissioned girls, a soul-satisfying sight to the nonofficer class.



**A SCHEMER**, Sergeant Skibo (Mickey Rooney, above) wrinkles his face in triumphant pleasure as he leads the jazz orchestra that he pulled out of his hat to help the enlisted men's party. Assigned to a small but important role in the film, Rooney runs away with his scenes.

**A SWEARER**, Farragut Jones (Mickey Shaughnessy, left) is repeatedly cozened with whisky by Lieut. (jg) Max Siegel (Glenn Ford) to stop using a word that greatly offends. Shaughnessy struggles bravely between his need to use this word and his need for the whisky.



EDITOR-IN-CHIEF.....Henry R. Luce  
PRESIDENT.....Roy E. Larsen

**MANAGING EDITOR**

Edward K. Thompson

**ASSISTANT MANAGING EDITORS**

Philip H. Wootton Jr.

George P. Hunt

John K. Jessup...CHIEF EDITORIAL WRITER

Charles Tudor.....ART DIRECTOR

Joseph Kastner.....COPY EDITOR

Marian A. MacPhail...CHIEF OF RESEARCH

Ray Mackland.....PICTURE EDITOR

**SENIOR EDITORS:** Donald Bermingham, Gene Farmer, Jay Gold, William Gray, Kenneth MacLeish, Hugh Moffett, Tom Prideaux, Sam Welles.

**STAFF WRITERS:** Herbert Brean, William Brinkley, Roger Butterfield, Robert Coughlan, John Osborne, Robert Wallace.

**PHOTOGRAPHIC STAFF:** Margaret Bourke-White, Edward Clark, Ralph Crane, Loomis Dean, John Dominis, Alfred Eisenstaedt, Eliot Elisofon, J. R. Eyerman, N. R. Farbman, Andreas Feininger, Albert Fenn, Fritz Goro, Allan Grant, Yale Joel, Mark Kauffman, Robert W. Kelley, Dmitri Kessel, Nina Leen, Thomas McAvoy, Leonard McCombe, Francis Miller, Ralph Morse, Carl Mydans, Gordon Parks, Michael Rougier, Walter Sanders, Frank J. Scherschel, Joe Scherschel, Paul Schutzer, George Silk, Howard Sochurek, Peter Stackpole, Grey Villet, Hank Walker, James Whitmore.

**ASSISTANT PICTURE EDITORS:** Frank Campion, Lee Eitingon.

**FILM EDITORS:** Margaret Sargent, Nancy Bragdon, Barbara Brewster.

**ASSOCIATE EDITORS:** Oliver Allen, Ralph Graves, Mary Hamman, Enno Hobbing, Sally Kirkland, Marshall Smith, John Thorne, Keith Wheeler, A. B. C. Whipple, Warren Young.

**ASSISTANT EDITORS:** Robert Ajemian, David Bergamini, Earl Brown, Mathilde Camacho, Robert Campbell, Charles Champlin, Wilbur Cross, Anne Denny, John Dille, Robert Drew, Terry Drucker, Nancy Genet, W. K. Goolrick, Lee Hall, Muriel Hall, Monica Horne, Patricia Hunt, Edward Kern, Landon Knight, Jerry Korn, Mary Leatherbee, Jeanne LeMonnier, James Lipscomb, Richard Meryman, Jane Nelson, Jack Newcombe, Eleanor Parish, Joseph Roddy, Albert Rosenfeld, Irene Saint, David Scherman, Dorothy Seiberling, Mary Lou Skinner, John Stanton, Valerie Vondermuhll, Loudon Wainwright.

**REPORTERS:** Virginia Addison, Linda Asher, Elizabeth Baker, Mary Elizabeth Barber, Margaret Bassett, Laura Bell, Richard Billings, Patricia Blake, Margery Byers, Jeanne Campbell, Vivian Campbell, Helen Carlton, Barbara Cumiskey, Jeanne Dempsey, Laura Ecker, Diana Fetter, Tom Flaherty, Kim Frease, Joan Gibson, Frances Glennon, Gerry Gruen, Kathleen Hampton, Terry Harnan, Judith Holden, Alison Kallman, Nancy King, Richard Lewis, John MacDonald, Joann McQuiston, Loretta Nelson, Clara Nicolai, Charles Osborne, John Osmundsen, Sheila Osmundsen, William Pain, Patsy Parkin, Patricia Phillips, Maya Pines, Norman Ritter, Henriette Roosenburg, Ellyn Schiff, Art Seidenbaum, Kathleen Shortall, Ruth Silva, Helga Staufenberger, Marion Steinmann, Jean Strong, Lucy Thomas, Terry Turner, Don Underwood, Marilyn Wellemeyer, Thomas Wheeler, Margaret Williams, Jane Wilson, Alix Witteborg, Sharon Workman.

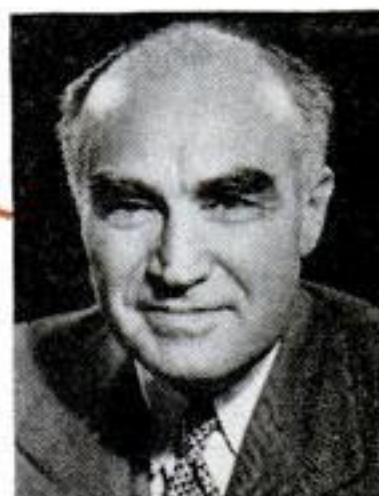
**COPY READERS:** Helen Deuell (Chief), Dorothy Illson, Lu Burke, Barbara Fuller, Virginia Sadler, Marguerite Scheips, Suzanne Seixas, Rachel Tuckerman.

**LAYOUT:** Bernard Quint, David Stech (Associate Art Directors), Margit Varga, Robert Young (Assistant Art Directors), William Gallagher, Hilde Adelsberger, Matt Greene, Earle Kersh, Albert Ketchum, Anthony Sodaro, Richard Valdati, John Woods.

**PICTURE BUREAU:** Natalie Kosek (Chief), Mary Carr, Betty Doyle, Margaret Goldsmith, Ruth Lester, Maude Milar.

**PHOTOGRAPHIC LABORATORY:** William J. Sumits (Chief), George Karas.

**PICTURE LIBRARY:** Alma Eggleston (Chief), Doris O'Neil, Alberta Kreh.



## LIFE's MASTHEAD COMES TO LIFE

The names of six people listed on the masthead of this week's issue of LIFE also appeared in the very first issue of LIFE ever published, on Nov. 23, 1936. That was 1,092 issues ago. And as nearly as any of these veterans can recall it's been a rare day when anyone ever visited our New York editorial offices to watch an issue being put to press. Therefore for them, and for all the rest of the staff—photographers, reporters, technicians, artists, writers and editors—this coming Sunday will be a rare day indeed. Millions of people are going to watch them work. For at 4 p.m. on Sunday, Nov. 3, the NBC television program *Omnibus* will focus its cameras on a typical day at LIFE. Robert Saudek, creator and producer of this prizewinning TV show which has won more than 50 awards for the quality and interest of its presentations, explains the reasons for the visit:

"In November LIFE comes of age, and *Omnibus* will help to celebrate its 21st birthday. Because LIFE is a prime source of information and ideas for millions of Americans, it has grown to be an important part of American living. *Omnibus* is always curious about the 'whos' and the 'whys' of our times, and likes to get to the root of things. We are now going to the root of photo-journalism. For all the fame of the magazine itself, the people who produce it are virtually anonymous. Some of LIFE's journalists are well known. But the masthead of LIFE lists a good many other interesting people with challenging jobs. I think that in our feature, 'The Staff of LIFE,' *Omnibus* will provide an exciting and instructive television experience for millions of Americans who might otherwise never wander backstage to see an issue of LIFE coming to life."

Well, Mr. Saudek, LIFE's doors will be open to you and your viewers. And although I can't promise our editors and their staff will win any Emmys for acting, we will certainly try to demonstrate realistically some of the things we do to win journalistic awards and the response of 26 million readers each week.

ANDREW HEISKELL, *Publisher*

Watch OMNIBUS, Sunday Nov. 3, at 4 pm EST, on NBC



# GI 'MAD BALL' TRIUMPH



ANTICIPATORY TWO-STEP is danced by Bohun (Dick York), Skibo and Hogan (Jack Lemmon) as they plan ball at which GIs can meet officer girls.

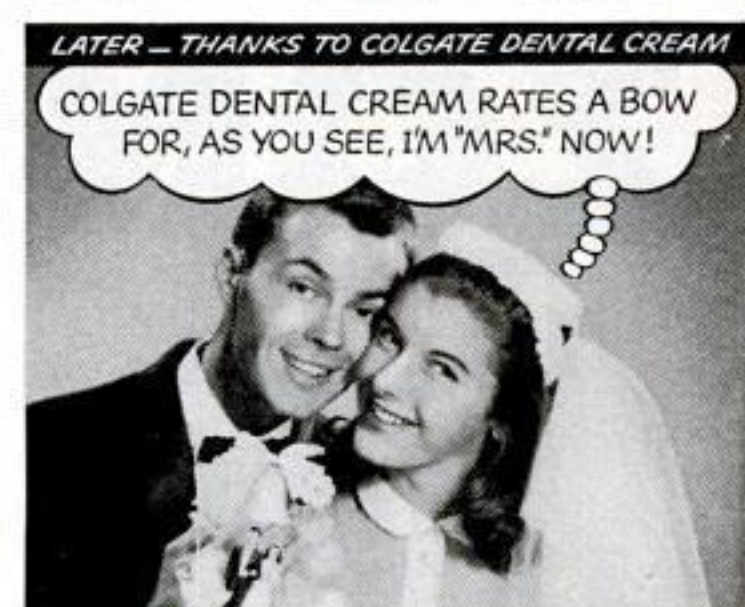
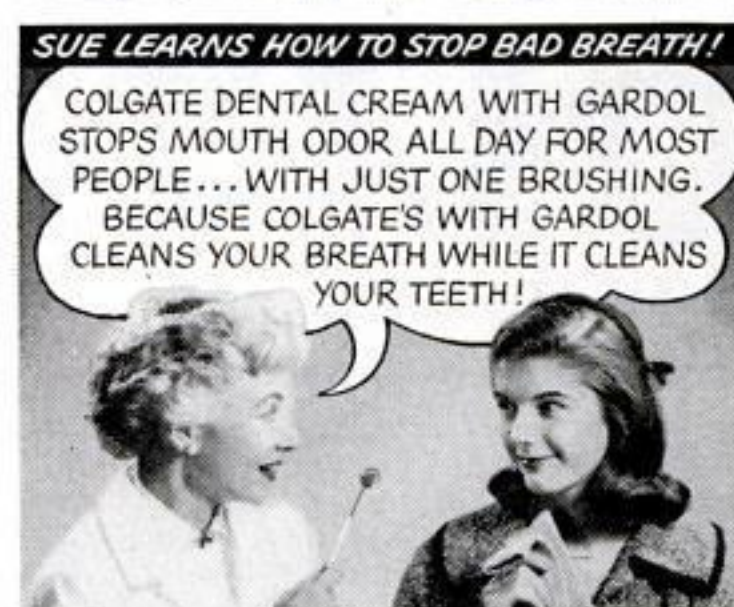
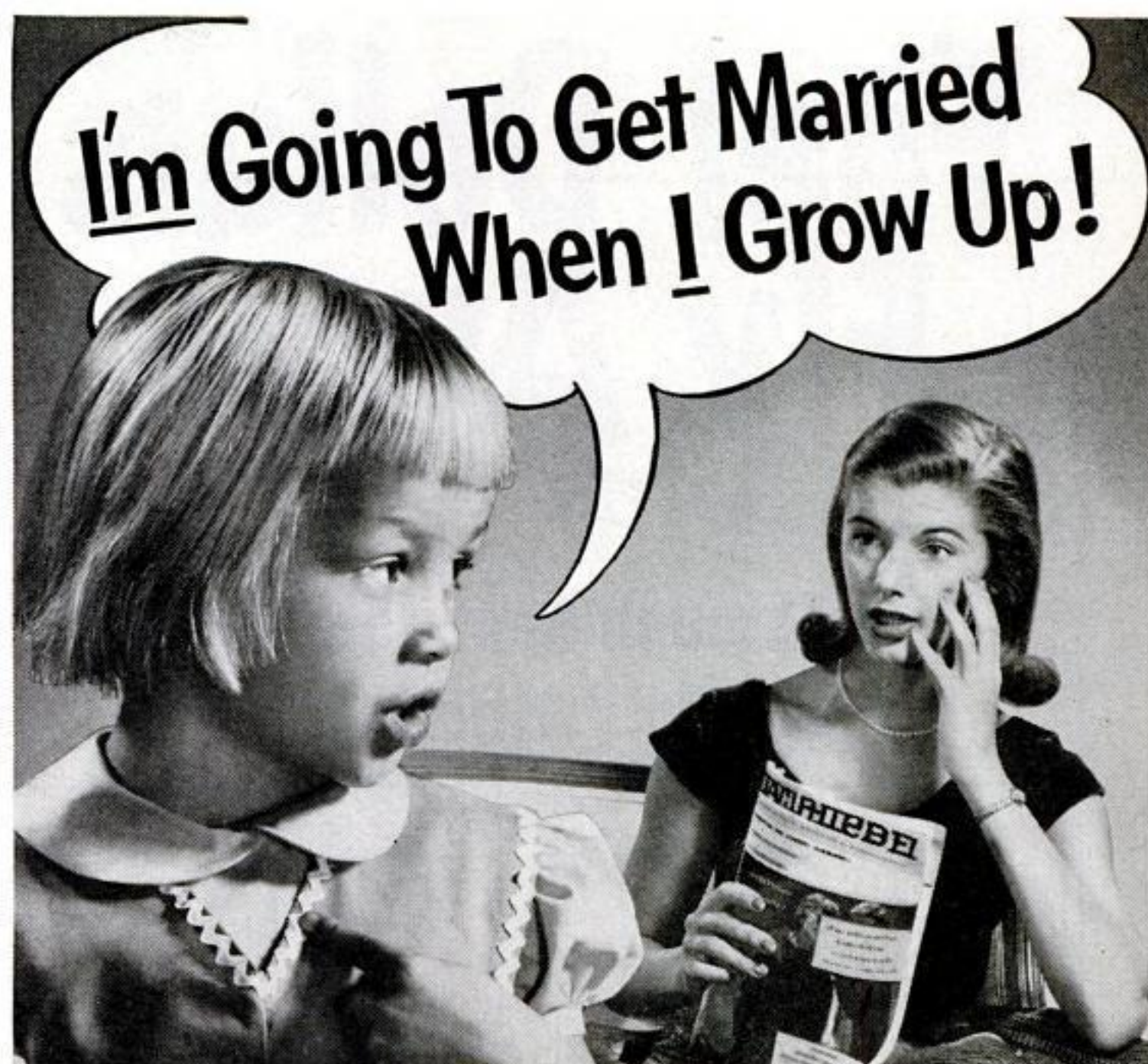


ENLISTED MEN AND OFFICER GUESTS sneak off to mad ball. For each guest enlisted men had a bouquet obtained from Graves Registration.



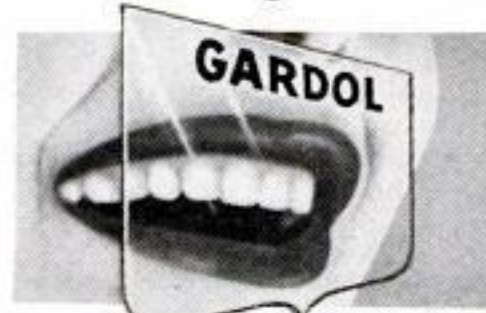
MISSION ACCOMPLISHED, Hogan meets his own officer, Lieut. Betty Bixby, at dance. Betty is played by Bing Crosby's new wife, Kathryn Grant.

CONTINUED



## Brush Your Teeth with COLGATE DENTAL CREAM... Brush Bad Breath Away!

And Colgate's with GARDOL Fights Decay All Day, Too!



Gardol's invisible shield fights tooth decay all day... with just one brushing.

Colgate's with Gardol stops mouth odor all day for most people... with just one brushing! And of all leading toothpastes,\* only Colgate's contains Gardol to form an invisible, protective shield around your teeth that fights tooth decay all day... with just one brushing!

So to fight both bad breath and tooth decay all day, use Colgate Dental Cream with Gardol!



WORLD'S LARGEST SELLING TOOTHPASTE  
CLEANS YOUR BREATH WHILE IT CLEANS YOUR TEETH

\*TOP THREE BRANDS AFTER COLGATE'S.  
... GARDOL IS COLGATE'S TRADE-MARK  
FOR SODIUM N-LAURYL SARCOSINATE.

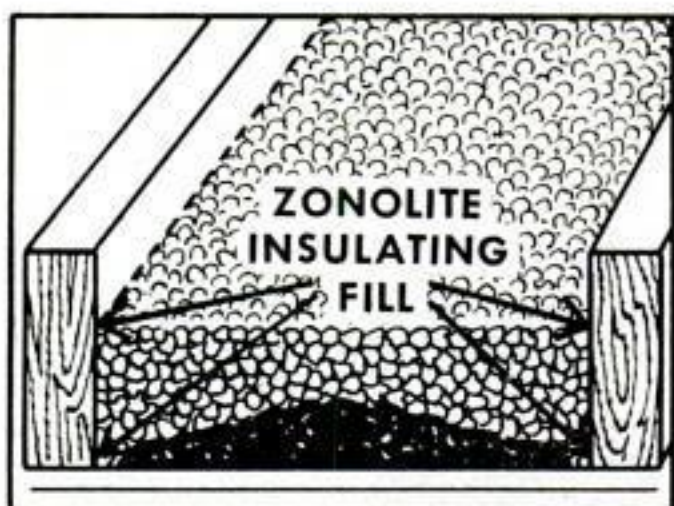


# Fuel Dollars Fly Away

## Through Heat-Leaking "Gone-Flat" Attic Insulation



**SKETCH SHOWS WHY** Gone-Flat insulation lets heat fly away. Other types of insulation may sag to a fraction of original thickness and shrink leaving gaping voids at the sides.



**HERE'S HOW** you can fill up the voids. Zonolite pours over the worn-out insulation. Flows evenly into every nook to proper level, snug to the sides. Saves the most fuel.

**Now...Get your Attic Insulation Up to the Proper Fuel-Saving Level!**

**—just add**

# ZONOLITE®

VERMICULITE INSULATING FILL



### Do it yourself in 1 evening!

Take a look in your attic today. See if your insulation has shrunk, sagged—"gone flat". Zonolite insulating fill quickly brings it up to the proper fuel-saving level. Just pour it, level it—leave it. Zonolite is 100% fireproof, snuffs out flame—even fireproofs flammable insulations. It's rodent-proof, rot-proof—and won't ever settle. Mrs. W. H. Stephan, Lombard, Ill., says, "We originally had a 4-inch blanket insulation, but when our fuel bills ran high, we bought 6 bags of Zonolite, and filled up the cracks. We hoped to save 15% on our fuel bills, but we can honestly say Zonolite has exceeded the anticipated savings on heating our house."

**It's easy to check proper depth of your insulation**

**Get a FREE ZONOMETER**  
at lumber or building supply dealers



Free Zonometer almost instantly measures the sag and shrink of your present insulation. Shows how much fuel you're wasting. Tells how much insulation you need between joists for peak fuel savings. Get your Zonometer today.

### Free Booklet

Mail coupon without obligation for Free Booklet. Find out how you can save up to 40% on your fuel bills, why Zonolite actually is the easiest of all to install.

ZONOLITE COMPANY, Dept. L-117  
135 S. LaSalle St., Chicago 3, Illinois  
Please send me free booklet, HI-89,  
"Is Insulation Sag Stealing Your Heat?"

Name.....

Address.....

City.....Zone.....State.....

**AT ALL LUMBER AND BUILDING SUPPLY DEALERS**

WACKY WARRIORS CONTINUED

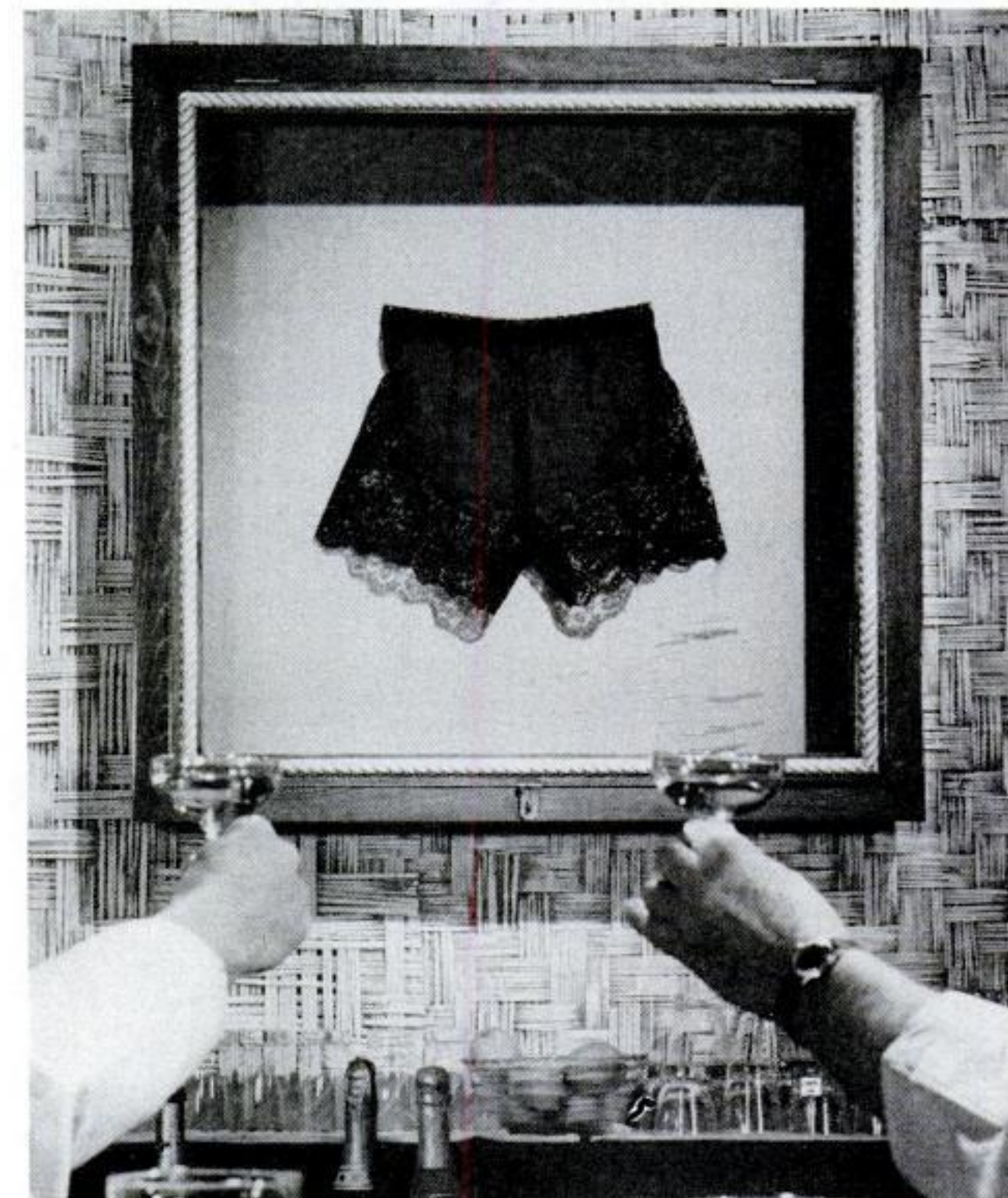
## NAVY TROUBLE IN 'WATER'



**AS CUPID'S HELPER** Lieut. Siegel takes Lieut. (jg) Alice Tomlen (Anne Francis) out, then drives Jeep so Adam Garrett (Earl Holliman) can have date.



**BEDSIDE CONFERENCE** is held by Lieut. Commander Clinton T. Nash (Fred Clark) who was hurt trying to build clubhouse without Seabee help.



**V-DAY TOAST** is drunk by war's survivors to pair of black silk panties left behind by a woman correspondent and enshrined over the clubhouse bar.



# A RECLINING CHAIR IS CHANGING THE NATION'S RELAXING HABITS



**W**ITHOUT a protest from the hard working American male population, they have been taken off of "mama's sofa" and placed on a new Stratolounger reclining throne from which they can comfortably watch TV, read the newspaper or just snooze.

As big a boon to the nation's furniture dealers as television was to appliance retailers, reclining chair sales are skyrocketing as a leisure-loving America discovers the joys and benefits of healthfully relaxing a new way. A recent survey shows that of retail stores reporting, between 10% and 20% of all chairs sold are recliners.

It started as a nerve-soothing, tension-releasing health measure, and in no time at all, thousands of families around the country were buying because, "if it's recommended for those who have to relax, it's good enough for those of us who like to relax."

Generally credited with almost single-handedly creating this revolution in the nation's relaxing habits is the Stratolounger Division, Futurian-Stratford Furniture Company, which produces and sells over 1,000 Stratoloungers a day.

Company spokesmen say that the overwhelming demand by Mr. and Mrs. America for the Stratolounger is due to its scientific patented Lorenz mechanism which takes the Stratolounger out of the ordinary recliner category.

Almost as important to the homemaker is the full "high style" Stratolounger line which puts the Stratolounger at home in any room of the house. Manufactured by the same company which produces some of the nation's finest upholstered furniture, Stratoloungers are noted for meticulous tailoring far above the quality usually associated with budget priced chairs.

CONTINUED



"I DRIVE A TRUCK for Spector-Mid-States," says Frank Bouck, 1957 Illinois State Truck Rodeo champion, "and it's nerve-wracking, jockeying thru Chicago traffic. It used to take hours for me to unwind at night. Then my wife, Frances, bought me a Stratolounger. It's the first thing I get into when I get home. In 20 minutes I feel like a halfway decent father and husband."

Stratolounger advertisement cont.

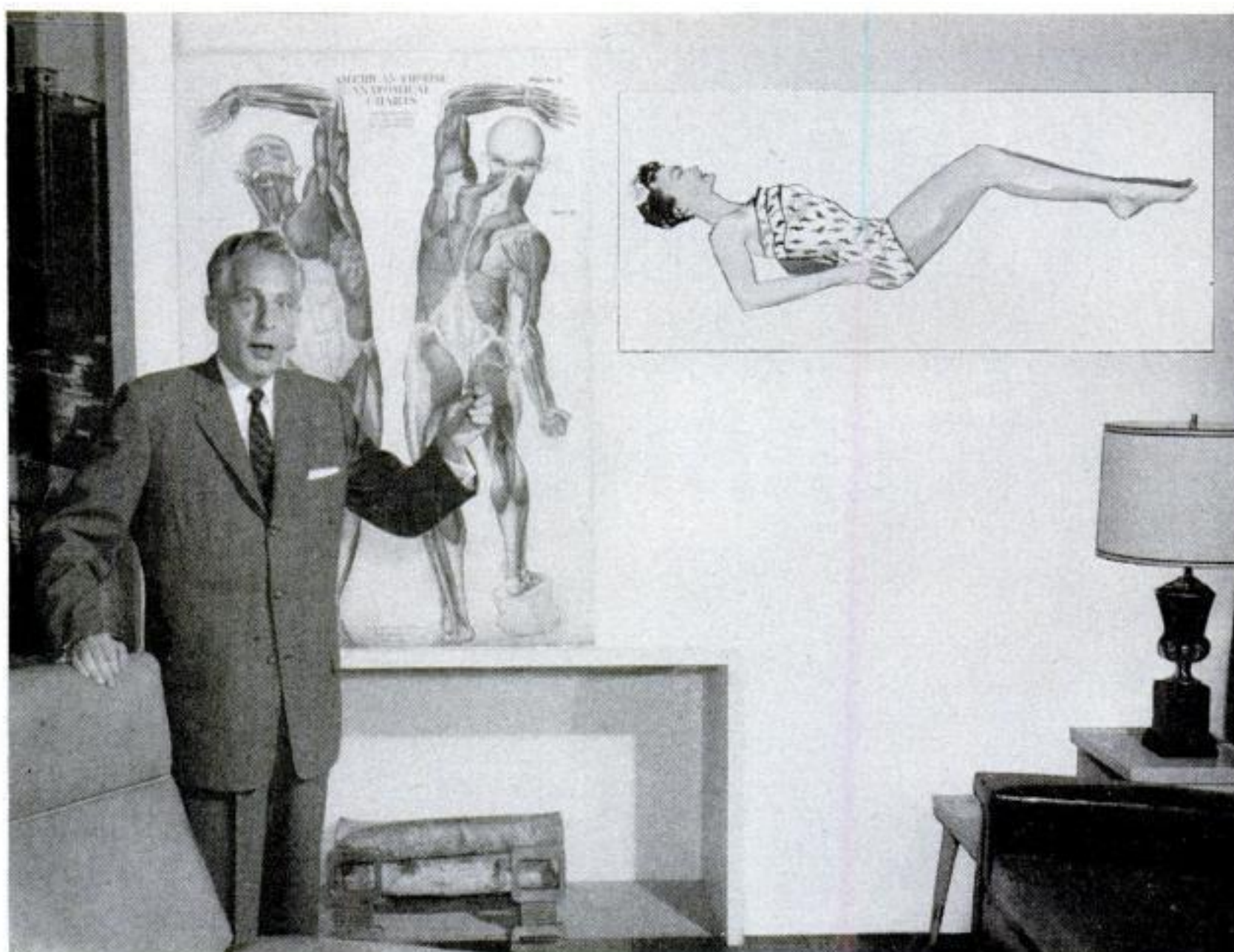


The Stratolounger is rapidly becoming the most popular "husband-wife" gift for any occasion and has moved into the "necessity" class, according to expert opinion. It was pointed out that more and more Americans are buying Stratoloungers for the health and comfort benefits, because of their daily high-pressure living.

And that's the story throughout the nation. Stratolounger . . . the synonym for reclining chair, is changing the nation's relaxing habits.



**SALES SUCCESS** brought many Stratolounger imitations on the market (light chair on right), but even the untrained eye can spot the difference in quality. The meticulous tailoring, uniformity of decorative welting, generous full scale proportions, and finesse in the execution of every detail sets Stratolounger apart.



**THE DIFFERENCE BETWEEN** the Stratolounger and ordinary reclining chairs is the Lorenz mechanism, named after its inventor Professor Anton Lorenz, a Hungarian scientist, who has made a lifelong study of the positions of the human body for complete relaxation. Says the professor: "The ideal body profile for scientifically proved resting has the upper body reclining at about 45 degrees, the thighs at about 20 degrees and the feet elevated at a horizontal level. My patented linkage mechanism, as found in the Stratolounger, permits the seat, back-rest and foot-rest to move independently, so that in every reclining angle one's body is in the scientifically correct position and supported for maximum healthful relaxation. In this position all opposing sets of muscles are in complete balance, are completely relaxed. The heart doesn't have to work so hard. All internal organs are supported in their most natural positions."



"**BELIEVE IT OR NOT** . . . you are looking at a Stratolounger reclining chair," is what most proud owners say when guests admire the impeccable decorator styling of the Imperial Stratolounger. The first real advance in reclining chair design, the Imperial has the same styling and quality as the finest, modern club chair, which makes it a real contribution to living room decor. A simple touch raises back for reclining positions; another touch lowers back to club chair height.

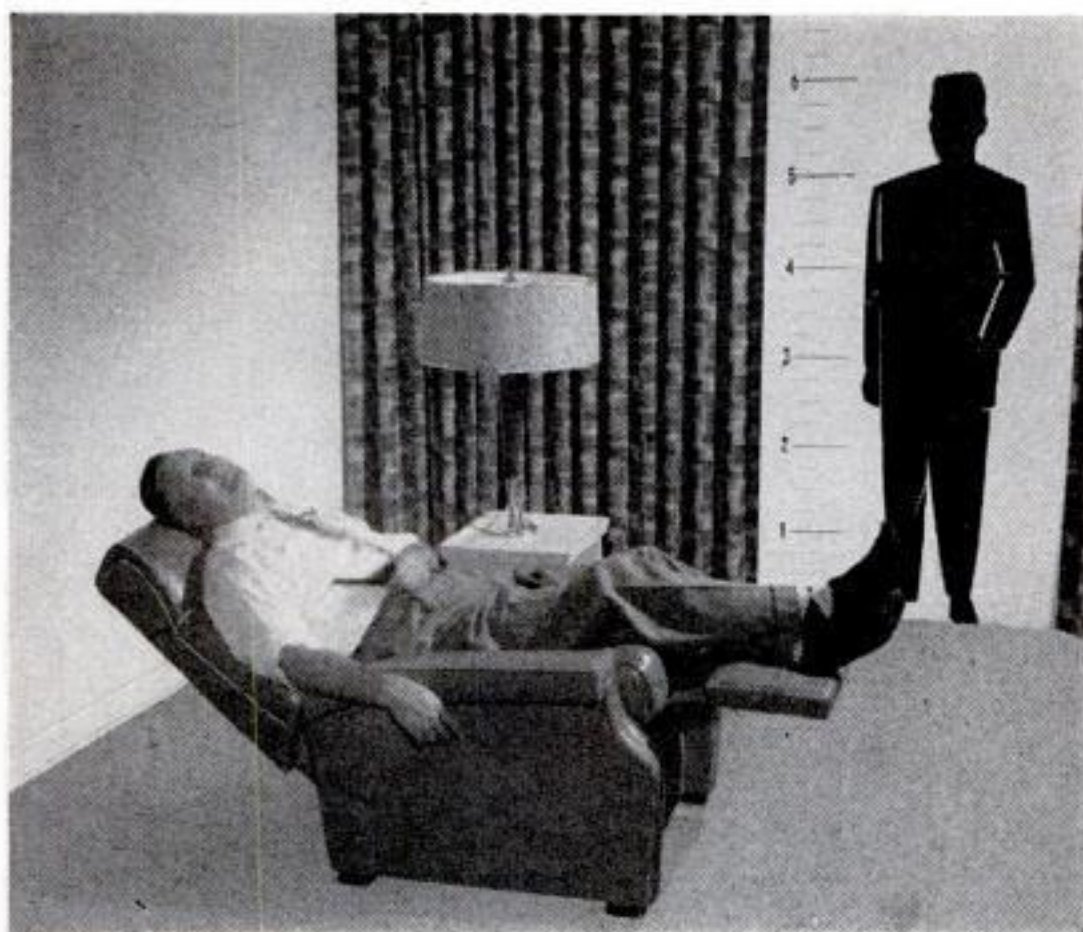


**ROUGH AND TOUGH** is the daily use given the Stratolounger, according to Tom Winrow, Head of Stratolounger's Design Department. But the General Plastics people answered those needs with fabric-backed Boltaflex, an extraordinarily durable material with a soft, supple feel and luxurious appearance.

"**THE WORD SURE GOT AROUND** Chicago fast on the great benefits of the Stratolounger," says Ray Harland, furniture buyer for the nationally known Wieboldt chain of department stores. "In 1956, Wieboldt Stores had an increase of 144% over 1955 sales. Our 1957 sales to date indicate an additional 150% increase. Why? We guess it's because Stratolounger offers more for the money . . . it must be, because most of our new business is coming from customers sent in by satisfied Stratolounger users."







**IN CHAIR DEVELOPMENT** the big man has usually been the forgotten man, which makes the Stratolounger King Size Model a more than usual comfort treat for the 6 foot or larger man. The Magic Ottoman, a Stratolounger exclusive, is another special consideration for long legged people.



**EVEN A MOVING PICTURE** couldn't tell the thrilling story of this Magic Massage Stratolounger which operates quietly without visible vibration. When you turn the handy Magic Massage control to the tuner intensity you desire, it's as though the most experienced masseuse is sending years of health giving experience through a thousand educated fingers. Wherever and however used, Magic Massage Stratoloungers are constructed to hold up under years of massage use.



**QUALITY CONSTRUCTED STRATOLOUNGERS** come off the production lines in a constant stream at three Stratolounger factories to satisfy the ever-increasing demand of the American public. More than 12,000 furniture stores throughout the nation either inventory the full Stratolounger line or can ship you any desired Stratolounger within 48 hours from one of 19 strategically located Stratolounger warehouses. You are near a Stratolounger dealer. Stop in for a Stratolounger Rest-Test.



*Here's to your*  
**HEALTH...**

*Stratolounger®*

*America's Finest Reclining Chair*

Any time is the ideal time to give a Stratolounger... the scientifically designed reclining chair which helps relieve nervous tension, ease tired muscles, lessen heart strain.

Select the style you like best from the complete Stratolounger collection of contemporary, traditional and transitional designs in regular and kingsize models.

Choose your Stratolounger in decorator-selected textured fabrics—fabric-backed genuine Boltflex, or in harmonizing combinations of fabric and Boltflex.



**IMPERIAL  
STRATOLOUNGER**

approximately **\$149<sup>00</sup>\***



**KING SIZE  
STRATOLOUNGER**

approximately **\$129<sup>00</sup>\***



**MODEL 411  
STRATOLOUNGER**

approximately **\$99<sup>50</sup>\***

ASK ABOUT MAGIC MASSAGE, available with your STRATOLOUNGER. It's a completely refreshing and invigorating feature which rejuvenates tired, aching bodies in moments. Stratolounger Magic Massage operates without visible vibration.

Other Stratoloungers up to \$359.00.

\*Prices vary according to fabric selected.

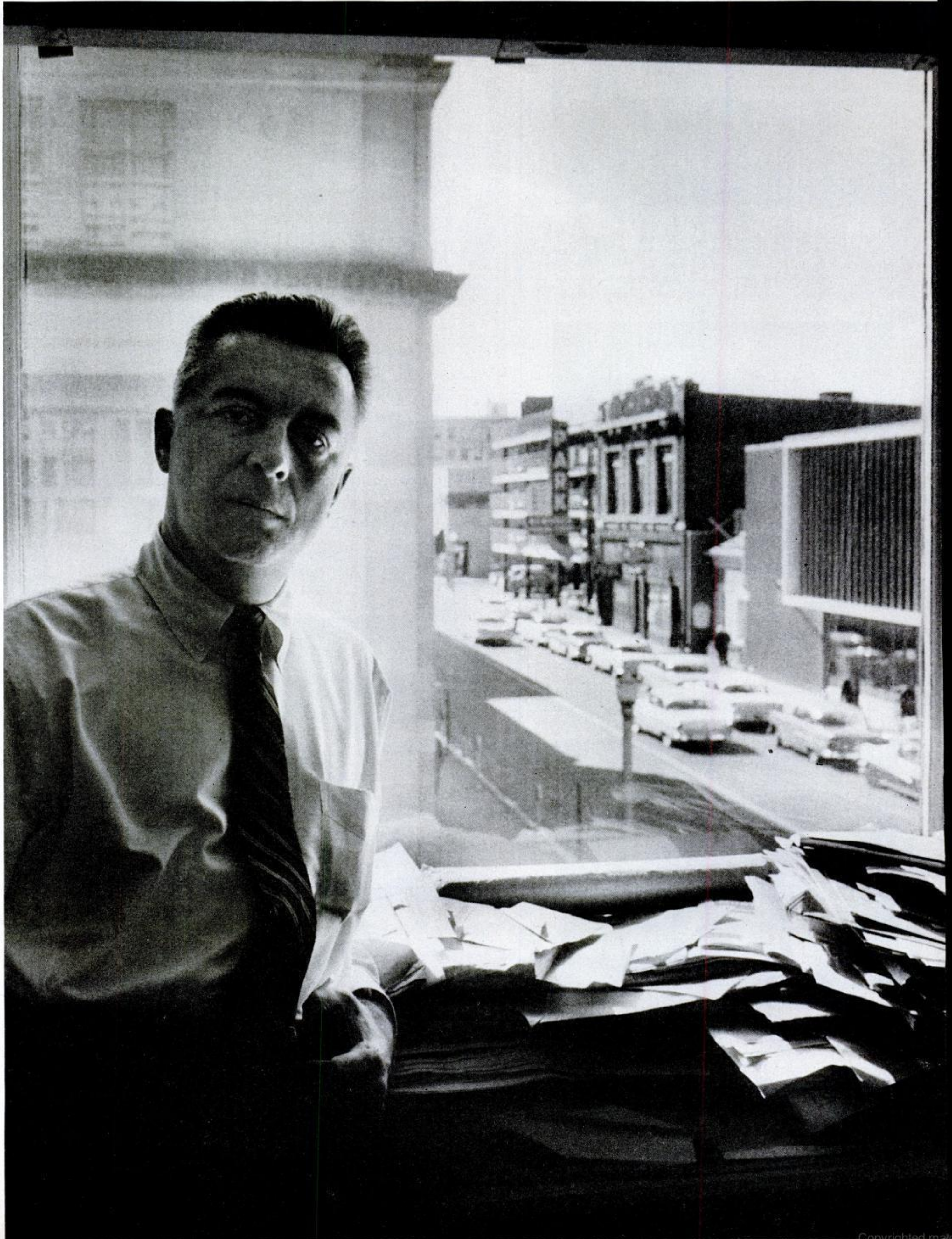
**REST-TEST A STRATOLOUNGER TODAY...**  
Your Stratolounger Dealer is as close as your nearest furniture or department store.

**STRATOLOUNGER DIVISION**

**Futorian-Stratford Furniture Company**  
932 American Furniture Mart • Chicago 11, Illinois



# A SOUTHERN CHALLENGE





# AND EPITAPH FOR DIXIE

**Faubus' foe says integration is inevitable since progress demands it but he hopes enlightened New South keeps some of Old South's graces**

by HARRY S. ASHMORE

*Harry Ashmore, executive editor of Little Rock's Arkansas Gazette, has long been widely known and highly respected both in his profession and in the South. But when Governor Orval Faubus provoked the school integration crisis, Ashmore suddenly became a national figure. Previously his editorials had urged a slow policy of integration. Now he spoke out bluntly against the governor, telling the whole South and the nation as well why the governor was wrong. He was so effective that Faubus in public statements denounced him—inaccurately—as an "ardent integrationist" and Ashmore became the recognized spokesman for the moderate South.*

*Ashmore, who was born and raised in South Carolina and has worked all his life in the South, says he is not an integrationist but a realist. The following article is adapted from his new book, *An Epitaph for Dixie*, which will be published early in 1958 by W. W. Norton & Co., Inc.*

**W**HEN the first earth satellite appeared in the sky, emitting the unnerving sounds of the future, a man named Orval E. Faubus was busily occupied in Little Rock, Ark., trying to re-create the sounds of the past.

For the time being, at least, Governor Faubus appeared to enjoy a considerable local success. His own constituents, seizing upon his covert assurances that they would not after all be called upon to perform a constitutional duty many of them considered painful and most considered distasteful, rallied to his standard in impressive numbers. This is heady stuff for any politician, and it was overpowering for Orval Faubus.

In publicly appraising his own situation, the governor has ranged over a good deal of recorded history. On the day a federal judge ordered him to cease and desist from using the Arkansas National Guard to prevent the entry of nine Negro students to a previously white high school, Mr. Faubus, within calculated earshot of a sycophantic reporter, gazed out a bay window of the governor's mansion and intoned: "Comes now the crucifixion." On another occasion, returning from Sea Island, Ga. to discover that President Eisenhower had federalized his National Guard troops, he compared himself to Douglas MacArthur at the fateful moment Harry Truman relieved him of command.

But on the Day of the Sputnik, in a private audience with a representative of the New York Times, Mr. Faubus made perhaps the most alarming comparison of all. He faced, he said, the same decision that confronted Robert E. Lee when he was called upon to choose between Virginia and the Union.

All this really proves is that Orval Faubus, who is largely a self-taught man, has had an inadequate teacher. General Lee was a man of conscience who in 1861 shouldered a moral burden he would carry to his grave. Mr. Faubus is a "practical" politician who in 1957 has painted himself into a corner.

Perhaps the most charitable thing that can be said of the Arkansas governor is that he has misunderstood the past, miscalculated the present and ignored the future. It may be that his highhanded actions have ensured him a third term as governor of Arkansas. It could be, however, that what he has really done is ensure the election of an extreme segregationist in his state—who may not be Orval Faubus. The governor, as a matter of fact, on his own record is not a segregationist at all and, as a result, is still viewed with a cold and suspicious eye by the real leaders of the mob that rallied in the effort to block integration in Little Rock.

It is not even certain that the landing of a detachment of the 101st Airborne Infantry at Central High School at Little Rock has yet disabused Mr. Faubus of the notion that he has won, or will win, a great victory. In any event, his private opinion is no longer of moment. He has now associated himself with a militant minority group which will read out of the white race any man who bends the neck or bows

the knee to federal force. If Mr. Faubus accepts the compromise offer of any of the numerous honest brokers who have been beating paths between his mansion and the White House, he will lose the support of his new following. Thus, in the political terms in which he deals, the governor no longer has any freedom of action. He has got to try to get the nine Negro children out of Central High School and keep them out for the foreseeable future.

And, of course, on the other side Mr. Eisenhower enjoys no greater latitude. All moral considerations aside, the President cannot tolerate the nullification of a federal court order by state force any more than George Washington could stand idly by in 1794 when the burghers of Pennsylvania refused to pay their whisky taxes. Mr. Eisenhower labors under the great weight of world opinion, which counts Little Rock as a Soviet victory of at least the magnitude of Sputnik. And finally, however reluctant he may be to assume the burden, Mr. Eisenhower is the head of a political party which cannot compromise on civil rights and win the next election.

Neither, ironically, can Mr. Faubus' own Democratic party. And so, as is not yet apparent to the boys at the southern branch heads (but is painfully clear to citizens of the world like Richard B. Russell and Lyndon Johnson), the net result of Little Rock may well be not to stay integration but to speed it. The southern senators who tiptoed through the civil rights crisis at the last session of Congress now wear lead shoes stamped Made in Arkansas. The Republicans and northern Democrats who were willing to trade with them are now disarmed—and back home in New York, Michigan, Illinois, Minnesota and California their constituents have not only applauded the presence of federal bayonets in Little Rock but suggested that since they are on hand they might as well be used to draw another dram or two of rebel blood. We are, certainly, closer to the enactment of a force bill than we have been since the Reconstruction.

In sum, then, Mr. Faubus, probably without even understanding what he was doing, may have foreclosed on a region that has lived for almost a century on borrowed time. My view is perhaps colored by my residence on a battlefield where the only real violence has been done to my own people's sense of decency. In any event, it seems to me a shabby closing chapter for the great human tragedy that is the history of the Old South.

## Mixed feelings at midcentury

**A**N age is not born without pangs; an age does not die without giving cause for grief. Southerners have mixed feelings about the vast changes of the midcentury. They like the new prosperity, which for the first time in their memory has produced the pleasant sound of loose change rattling in southern pockets. But the more sensitive among them flinch at the crassness of the new age. Those with white skins view with varying degrees of alarm the Negro's successful assaults upon the institution of segregation which have brought him now to the last public stronghold, the schools. Those with dark skins approach the new age with caution—and there is no sign of slackening in the tide of migration to the great cities of the non-South.

The New South, like the Old, still looks upon the accommodation of the Negro as its greatest single social problem. But the dimensions of the dilemma have changed significantly. Slavery was succeeded by institutions no less peculiar and these were erected around the Negro. They set him apart as they set the region apart, and if they inhibited the Negro in some ways, they protected him in others. Flowing from them was a set of conventions accepted by both races and providing the basis for an orderly if uneven social structure. Fundamentally, the relationship was that of master and servant. At its worst it worked great hardships and gross cruelties upon those cast in the lesser role. At its best it embodied the concept of *noblesse*

IN NEWSPAPER OFFICE overlooking a Little Rock street Harry Ashmore guides editorial policies of the *Arkansas Gazette*, state's most influential paper.

© 1957 BY HARRY S. ASHMORE





**"How I  
use Murine  
to rest  
my eyes"**

*Don Cherry*

Columbia recording artist, television  
star and enthusiastic sportsman

"Wind, dust, and glaring sun often make my eyes feel tired. And TV lights are equally bright and tiring," says Don Cherry. "I think Murine's great. A couple of drops in each eye really feels soothing." Next time your work, hobby or tension gives your eyes that tired, gritty feeling—try Murine. It's gentle, very comforting. Murine makes your eyes feel clean and rested. New! Unbreakable dropper.

**MURINE**  
for your  
eyes\*



The Murine Co., Inc.  
Chicago, U.S.A.  
\*Trademarks Reg.  
U.S. Pat. Off.



**PRESENT POPULARITY** of Governor Faubus, shown surrounded by Arkansans at a county fair, may win him a third term but is just as likely, says Ashmore, to pave the way for the election of a more rabid segregationist.

### EPITAPH FOR DIXIE CONTINUED

*oblige* and carried with it the obligation of the strong to sustain the weak. And there was nothing in the institutions, or the conventions, to proscribe warm relationships between individual whites and Negroes.

I have had occasion to reflect upon this in personal terms. As a boy growing up in South Carolina, I shared experiences with dozens of Negroes: the nurse who tended me until my legs grew long enough to carry me beyond her reach, the cook, the ice man, the grocer's delivery boy, the swarm of Negro children who lived along the dirt streets beyond the white neighborhood, and the house servants and field hands on the farm where I spent the summers.

My daughter, growing up in comparable social and economic circumstances in a southern state, knows only one Negro well enough to call by name: the part-time maid who is regarded as a convenience, not a member of the family. Will she come to know other Negroes as she advances toward maturity? Probably, but not in the same, informal way I came to know Mary and Carrie and Nathaniel and Dan and the others who crowd my memory. Under the Supreme Court's new dispensation, it is likely that a few Negroes will find their way into the public school she attends and she is certain to count Negroes among her college classmates. But the schools have changed too. They are no longer durable institutions where a child follows his parents into the same mellowing building to sit at the feet of the same teacher; the mobility of our age has robbed the relationships of the classroom of permanence, and the social orbit no longer revolves around them. What adult can remember when he last sat at table with a grammar school classmate? In the connotations of the answer, I suspect, lies the ultimate, practical solution to the immediate problem of integration in public education. But they have not yet provided an answer to the emotional crisis that besets the region.

We are still bemused by a false fear and a false hope, and the demagogues play one against the other. The fear is that the end of legal segregation means the end of social segregation, which, of course, is nonsense. Our own experience demonstrates that the barriers of the mind have never needed to be sustained by the strictures of the law. The hope is that somehow the federal government can be persuaded, or forced, to go away and let us alone, and it survives despite the United States Supreme Court and the 101st Airborne Infantry. But increasingly these days truth intrudes, and all around us we see the clear evidence that great currents of social and economic change are reshaping the South in the nation's image.

So it does not seem to me premature to begin the preparation of an epitaph for Dixie. Will the New South be a better place than the Old? Materially, almost certainly. Spiritually, perhaps. Behind the facade of harsh words and extremist laws there is already emerging the pattern in which the South will finally accommodate its dwindling Negro population as it moves from second- to first-class citizenship. The pattern will be imperfect but reasonably effective, and in the end it will be far easier to achieve than the accommodation produced by trial and error in the bloodshot aftermath of Reconstruction. But the transition can be accomplished only at the expense of the qualities that made the South distinctive, and cast it in the remarkable role it has played in the history of the republic. Perhaps a generation from now, when the last shovelful of earth is patted down on the grave, we shall be able to see the vanishing

CONTINUED

IF YOU PRIZE IT... KRYLON-IZE IT!

Perfect painting the  
"PUSH BUTTON" way



Brighten up your kitchen the quick and easy  
Krylon way. You'll love the like-new look!

Beautify in minutes with

### KRYLON Spray Paint

Covers practically any surface. No brush, no muss, no fuss. Dries in minutes. Long lasting, professional finish. In black, white, gold, silver, 15 other decorator colors, and Crystal Clear. Buy it at paint, hardware, automotive, art supply, radio-TV repair stores.

IF YOU PRIZE IT... KRYLON-IZE IT!

**HOLLYWOOD**  
**sani-white**  
BEST FOR ALL WHITE SHOES  
Safest for Baby  
HOLLYWOOD SHOE POLISH, INC.  
RICHMOND HILL 19, NEW YORK



Give your SKIN a  
TREAT as well as  
a TREATMENT

**MEDICATED**  
**dermassage**

HEALS chapped,  
dry, cracked,  
itching skin.  
SOOTHES tired,  
stiff aching muscles,  
arms, legs, feet.  
Ideal for sensitive  
skin. Non-alcoholic,  
not greasy, can't  
stain. 89c and  
\$1.49, (no fed. tax).  
Now at all  
drug counters.

Used For Skin Comfort In Over 4,000 Hospitals

**HEART** burn?

GET TOTAL RELIEF FROM EXCESS  
STOMACH ACIDS IN 4 SECONDS!



PUTS ALL THE FIZZ WHERE THE TROUBLE IS!





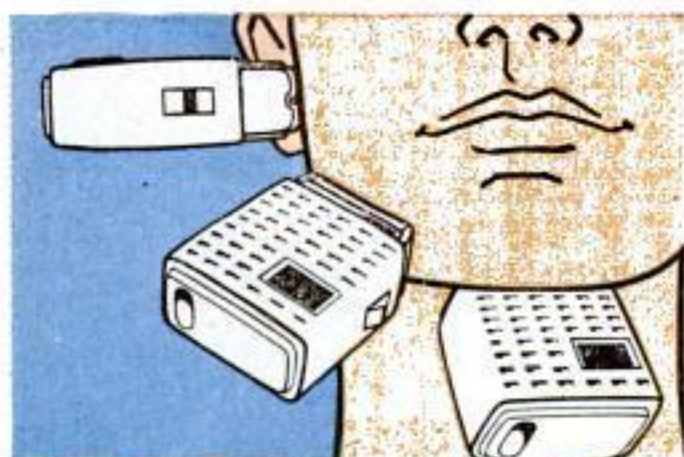
# ALL NEW SCHICK POWERSHAVE

*for a new kind of shave, deep down where your beard begins!*

**New Full-Contact Head**—twice as big—shaves you faster! Twice as big a shaving head! All designed to shave on every curve of your face—flats, rounds and hollows. Doesn't curve away like some other electrics that shave more air than hair. Naturally faster.

**Built-in Whisker Guides**—pop whiskers out—shave you closer! Hundreds of Whisker Guides are built in (not an attachment as on some shavers). They smooth your skin down and pop your whiskers out for a new kind of shave—deep down where your beard begins!

Twice as powerful on your beard—yet gentle on your skin! With a big new motor, twice as powerful as ever before, here's the he-man shaver to mow down toughest beards. Powershave comes in your choice of: Glacier White, Desert Tan, Forest Green, Royal Black.



# SCHICK

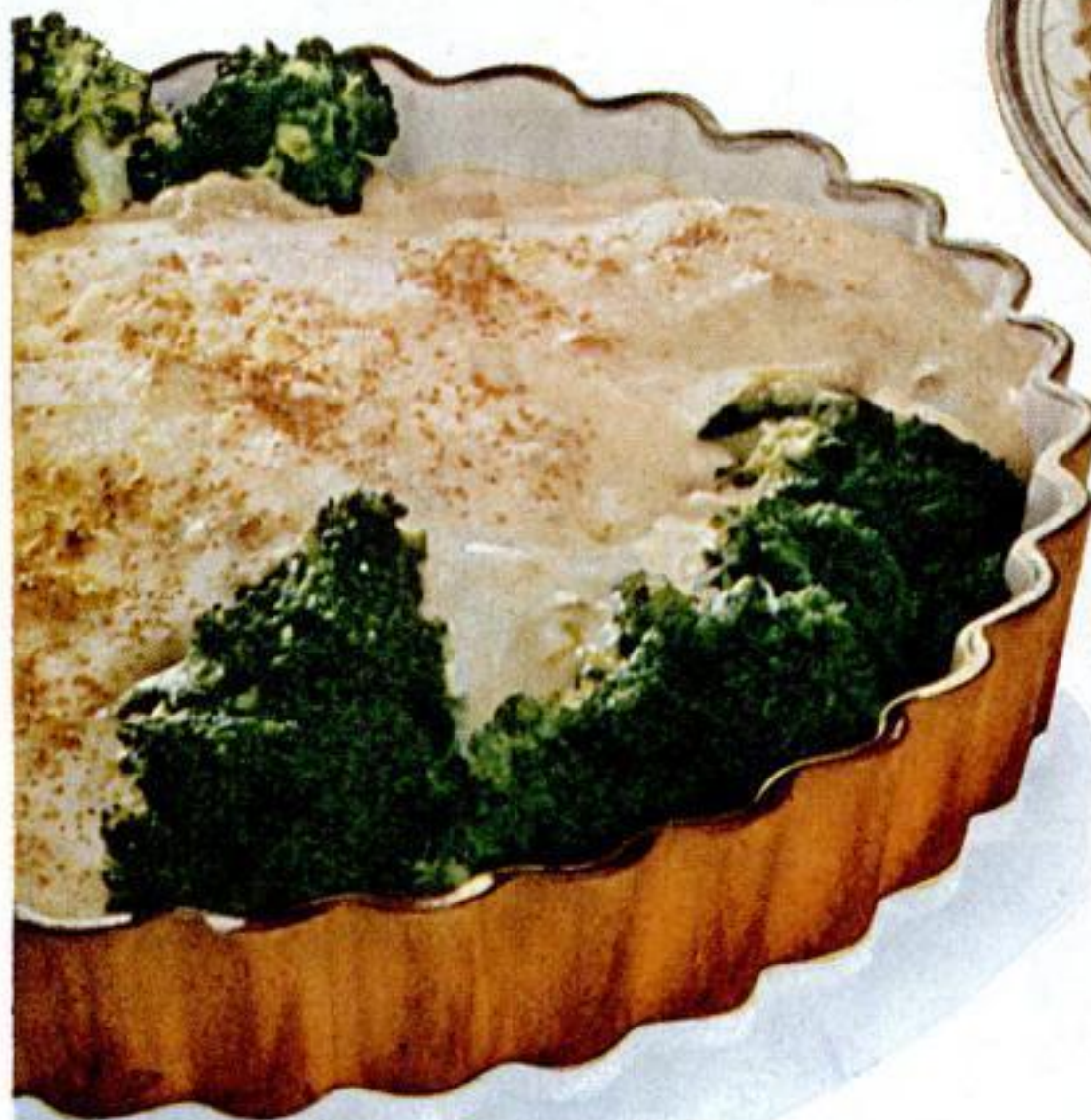
—first in electric shaving

Ask to test the new Schick Powershave.  
Most stores offer a 14-day FREE HOME TRIAL!  
© 1957, Schick Incorporated; Lancaster, Pa.



# Fit for a king!

For "state occasion" dinners, poultry is a natural choice. And these A.1. touches make it a really regal dish! Originally blended for England's epicurean King George IV, A.1. Sauce is rich with herbs, tangy with spices. It works wonders in cooking and at the table . . . both at home and when you're dining out!



## Double-Take Turkey

Put 1 bunch fresh (2 pkg. frozen spears) cooked broccoli in shallow baking dish. Top with slices of cooked turkey. Add 3 tbsps. A.1. Sauce to 2 cans undiluted cream of mushroom soup, pour over turkey. Sprinkle with 2 tbsps. grated Parmesan cheese and 1 tsp. paprika. Bake uncovered in moderate oven (350°F.) 20 mins. Serves 6.

## Chicken Country Captain

Brush 3-lb. cut-up fryer with 4 tbsps. A.1. Sauce. Roll in seasoned flour, fry golden brown in hot fat. Place in baking dish. Add ½ to 1 tsp. curry powder and 1 tsp. grated onion to two 8-oz. cans tomato sauce, pour over chicken. Cover, bake 1 hr. in 300°F. oven. Sprinkle with ½ cup slivered toasted almonds. Serves 6.



## Orange Roast Duck

Insert ½ peeled orange in cavity of 5 lb. duck. Roast breast side up, uncovered, in 325°F. oven for 2½ hrs. Make gravy by pouring off all but 4 tbsps. fat from roasting pan. Add 4 tbsps. flour, 2 cups water. Cook, stirring constantly, till thick. Add ½ cup orange juice, 1 tsp. grated orange rind, 2 tbsps. A.1. Sauce.







**THWARTED LEADER**, Georgia's Senator Richard Russell, shown leaving White House last July, worked closely with President to achieve compromise on civil rights bill. But his efforts, says Ashmore, were wrecked by Faubus.

## EPITAPH FOR DIXIE CONTINUED

age more clearly, to examine its virtues without being distracted by its faults. There will be, I think, other than sentimental reasons for mourning its passing.

IT is probably true that the Old South was never actually what its own citizens believed it was, and certainly it bore little resemblance to the romantic portrait Southerners, without conspicuous success, tried to present to the world. Yet it was, in fact, a true regional entity, which by the mere fact of its being has influenced much of our national history.

In the almost 200 years between John Smith's landing at Jamestown and the close of the American Revolution, the South had its beginnings, and virtually its being, in a thin strip of tidewater land along the Atlantic and Gulf Coasts. In Virginia's Northern Neck and around the new capitals of Charleston, Savannah and New Orleans stately mansions arose along the estuaries and were populated by a small but authentic aristocracy. Although they were not prefaced by titles, even before Yorktown names like Washington, Lee, Legaré, Beauregard, Pinckney, Hampton and Stuart bore the stamp of status.

This aristocracy was vastly important to the Old South, not so much because of what it did as because of the image it fixed in the southern mind. The ruder men who were cutting down the trees and draining the swamps in Alabama, Mississippi, Tennessee, Arkansas and Texas accepted the old Tidewater society as an ideal. They might work in the field beside the blacks, but their goal was a big house on a hill, replete with white columns at the front and slave quarters in the rear. And a fair number of big houses did arise, some of them encompassing the log cabins in which their masters had first settled.

The Civil War robbed this old feudal society of its substance; the slaves were set free and the credit that sustained the cotton economy was wiped out. Some degree of economic security, of course, had been required not only to maintain the outward forms of rank, to keep the big house painted and the silver polished, but to maintain the spirit of *noblesse oblige*. A man who could not meet his financial obligations was in no position to discharge his human obligations to those who had been so dependent upon him.

After the war the old aristocrats could not find their way back to their old financial eminence without abandoning the standards of honor and chivalry they had lived by, or pretended to. There were two routes to wealth: a man could stay on the land and turn a profit on the depressed cotton market by sweating his white and Negro labor, or he could set up in town as a supply merchant, piling up the interest on the credit he extended in kind. Many of the aristocrats refused to compromise, but the others reluctantly did, falling back by inches, and no further than was required to avoid extinction. In the end they joined the larger company of successful men who had had no such compunctions to put down in their rise to power.

What amounted to the last stand of these watered-down descendants of the old breed turned out to be their undoing. It was

CONTINUED



You won't miss them  
quite so much if you

# keep in touch by telephone

### LONG DISTANCE RATES ARE LOW

For example:	Station-to-Station Calls	
	First 3 Minutes	Each Added Minute
New York to New Haven, Conn.	40¢	10¢
Washington, D.C., to Durham, N.C.	65¢	20¢
Cleveland to Ithaca, N.Y.	70¢	20¢
Philadelphia to Hanover, N.H.	75¢	20¢
Seattle to Palo Alto, Calif.	\$1.20	30¢

These rates apply every night after 6 and all day Sunday. Add the 10% federal excise tax.

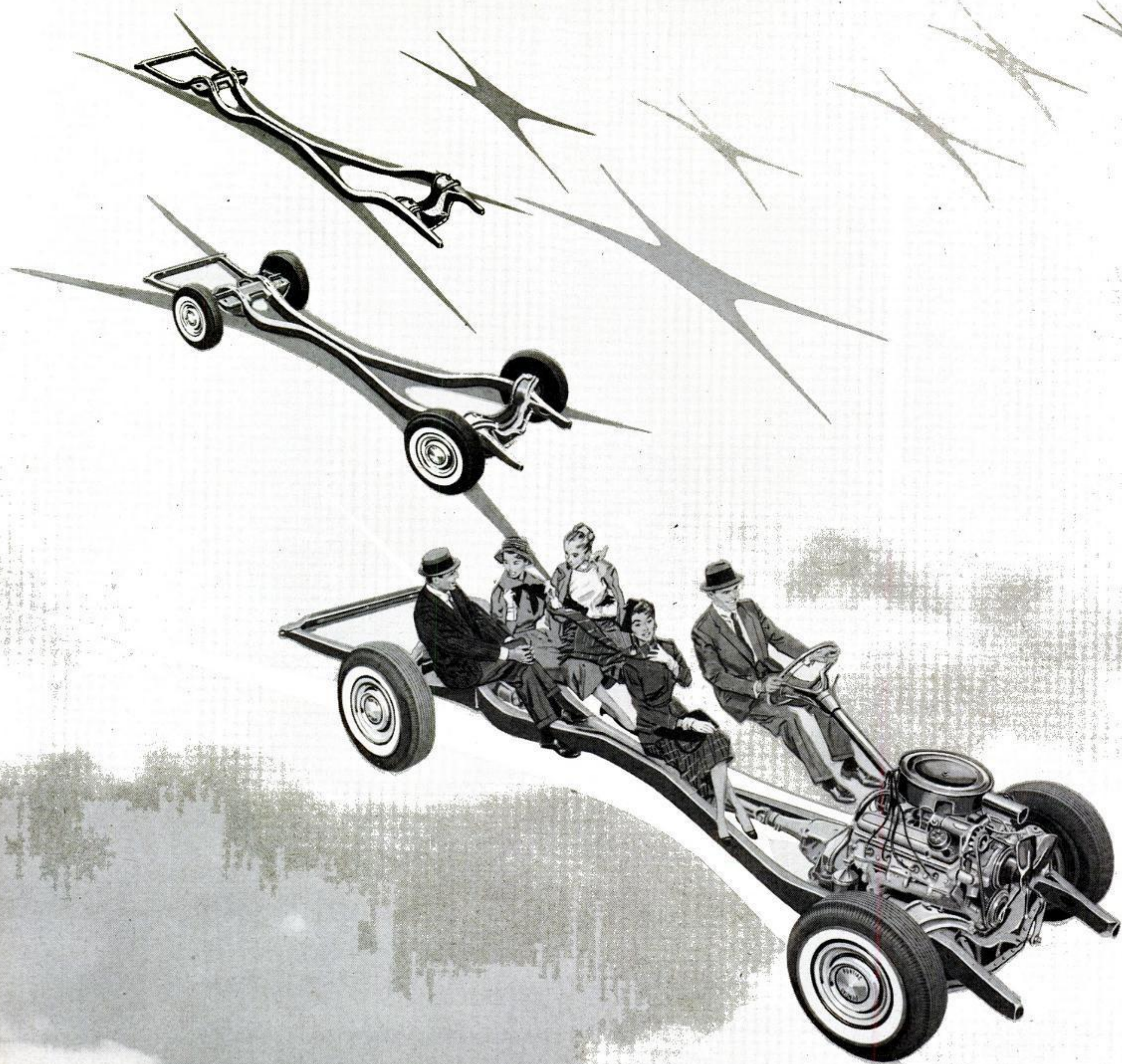
BELL TELEPHONE SYSTEM

Call by Number. It's Twice as Fast.





# A NEW KIND OF CAR



# BOLD NEW PONTIAC

SEE IT AT YOUR AUTHORIZED PONTIAC DEALER'S



# IS BORN!

## A GOLDEN ANNIVERSARY TRIGGERS THE BOLDEST ADVANCE IN 50 YEARS!

On November 9th you will see a car like nothing you have ever seen. It was created . . . literally from the ground up . . . to celebrate the Golden Anniversary of *both* Pontiac and General Motors. Never before has a car left yesterday so far behind. For this new Pontiac is the showpiece of a whole new generation of engineering genius. From its revolutionary new chassis design to the refreshing new lines of its styling, this is the car that will trigger the next big trend in automotive design!

**EVER-LEVEL  
AIR RIDE\***

**NEW DIRECTION  
STYLING**

**CIRCLES-OF-STEEL  
SAFETY BODY**

**QUADRA-POISE  
SUSPENSION**

**AERO-FRAME  
CHASSIS**

**TEMPEST 395  
PERFORMANCE**

*plus*

**Safe-T-Track Differential\* • Memo-Matic Seat\*  
Sportable Transistor Radio\* • Fuel-Injection\*  
or Tri-Power Carburetion\* optional on any model  
New Super Hydra-Matic\* • Safeguard Speedometer\***

\*An extra-cost option

*coming* **NOV. 9**



OLD ARISTOCRACY'S CUSTOMS are still preserved in some rural parts of the South in institutions like the Middleburg Hunt Club in Virginia.

## EPITAPH FOR DIXIE CONTINUED

they who brought the industrial revolution to Dixie—not primarily to improve their own fortunes but as a matter of public policy in a time of desperate need. By the end of the century five-cent cotton had produced almost universal misery in the region and it was clear that the army of dispossessed poor whites would find no salvation on the land. Something had to be done to provide them the means of subsistence, and the great Georgia editor, Henry W. Grady, offered the answer: take a leaf from the Yankee's book, bring the cotton mills to the cotton fields. And so they did, with an evangelical drive the profit motive could never sustain.

Thus the mills came, spawning their ugly company towns and pulling their hands in from the depleted farms for miles around. From the outset they bore the imprint of the old feudal system, both in the paternalism of the original proprietors and in the rigorous exploitation of them by the cannier men who inevitably took over the roll-top desks of management as it became apparent that not only social service but large profits were possible.

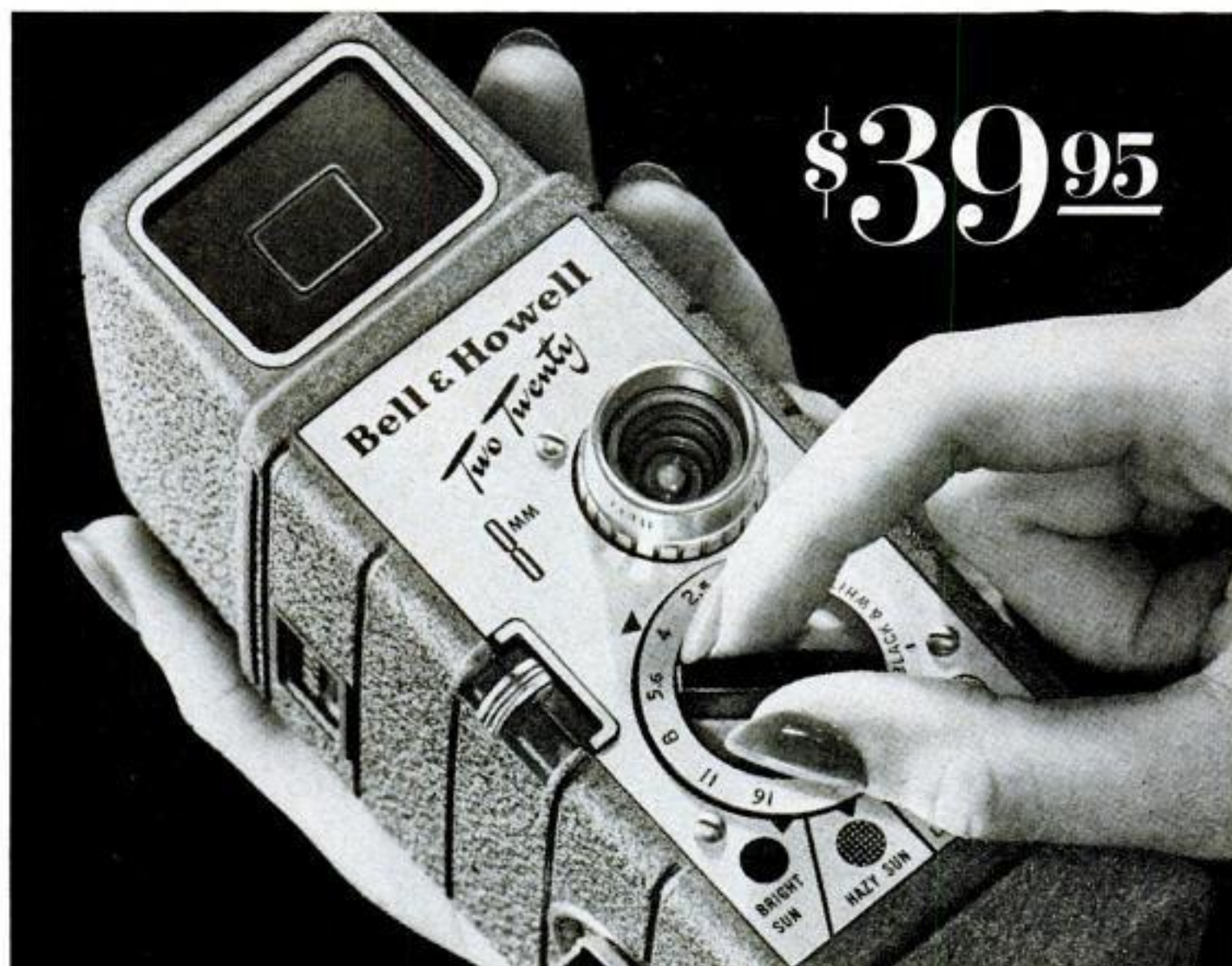
An Old Southerner could survive in this new, pushing social order only by detaching himself from it. The old concept, which called for a concern with abstract notions of honor at least equal to the concern for concrete matters of profit, no longer carried automatic respect. And the old vices—a civilized devotion to liquor, gambling and gay ladies—came under the rigorous condemnation of the new breed of Protestant ministers who became apostles of progress, condoning child labor while they demanded that the full police powers of the state be brought to bear on the individual sins of the flesh.

This change in the ruling class has continued until there is little left of the old aristocracy now except the manner, which is still generally adopted by those in the upper reaches of the South's power structure. I am not suggesting that there are not men in the South who will, in a time of testing, place their devotion to the common weal above their self-interest. But the old, fierce individuality which tempered pride with magnanimity has given way to a sort of calculating caution which measures progress solely in terms of personal gain.

The process is best described, I think, in the volumes that make up the great Gothic structure of William Faulkner's saga of Yoknapatawpha County. In some ways Faulkner's view is special, since Mississippi has now become atypical of the new, urban South. Yet the conflict between the aristocratic Sartorises and the on-the-make Snopeses, traced over the generations and exaggerated into poetic symbolism, is central to the story of the transition of the Old South to the New. It was not that a Snopes could best a Sartoris in any direct test of strength; rather it was that the Snopeses, with their eyes fixed unwaveringly on the main chance, could outlast the Sartorises and finally displace them in the big house on the hill. In the end it was time, not the Snopeses, that brought down the Sartorises: The Snopeses simply stood by, unbemused by notions of honor and chivalry, ready to move bit by bit into the vacuum created by the steady decline of the old order.

Sentimental Southerners may mourn the change, as Faulkner does. But practical Southerners must recognize that there will be no turning back, that when the *Charleston News & Courier* issues





## Click! Movies are that quick!

You're looking at the "family camera" that revolutionized home movies! All you do is set the Sun Dial . . . sight . . . and shoot. You get correctly exposed color movies every time!

Has sharp f/2.5 lens, giant viewfinder, die-cast aluminum case, and six average scenes per winding! See the 8mm Wilshire at your dealer's. Good movies couldn't cost less, only \$39.95.

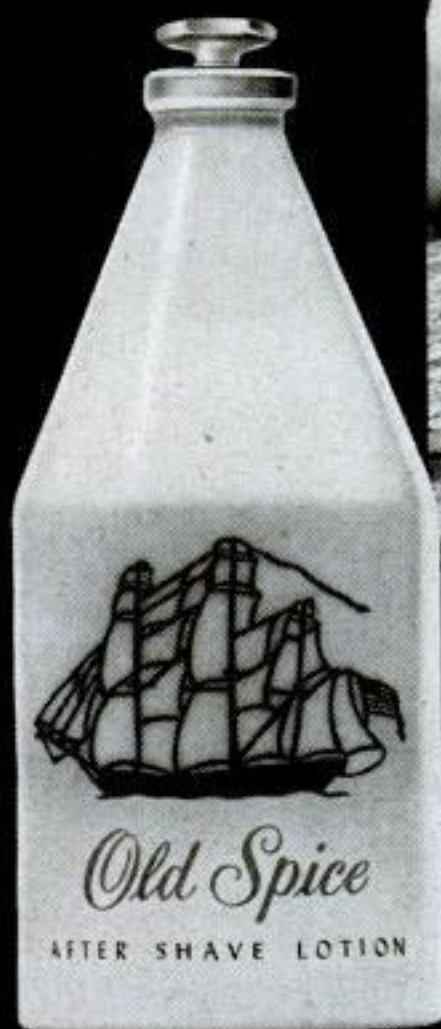
**FREE BOOKLET** "Tips on Making Color Movies." Write Bell & Howell, Dept. L-8, 7137 McCormick Rd., Chicago 45, Ill.

FINER PRODUCTS THROUGH IMAGINATION



**Bell & Howell**

brisk  
as an  
ocean  
breeze!



*Old Spice*  
**AFTER SHAVE  
LOTION**

Add Spice to Your Life . . .  
Old Spice For Men

**SHULTON** New York • Toronto

**100**  
PLUS TAX

## EPITAPH FOR DIXIE CONTINUED

its call for all good men to come to the aid of the Old South, it is not a Hampton or a Stuart who steps forward but one of the Snopes boys, mentally calculating the possible profit from the dues of a Citizens' Council. And the optimists among us will believe that the Snopeses too will change, and for the better. The great mass of Southerners, white and Negro, may still seem flaccid and inert, willing to leave the shape of the future to those with the loudest voices. But it is a mass finally shaking free of poverty, educating its children, still getting the short end of the nation's bounty but constantly demanding more. It has the power to insist upon better leadership than it has had, and in time it will.

### A tradition of public service

**I**T is a curious truth that, despite the demagogues who have blotted the pages of history, the South has perhaps produced a higher proportion of competent public men than any other region. In the old days the aristocratic tradition had much to do with this: a leading family was expected to provide lawmakers and magistrates, and most of them did. There was a sort of natural selection, too, as a by-product of the deep-seated emotions engendered by slavery and its successor institutions. A man too proud to exploit the passions of the mob had to find other means to gain and hold a personal following—and one means was to reduce the race issue to an amiable joke. This was an act of considerable skill and only a master dared try it.

As a young reporter I had the privilege of watching one of the last of the great stump speakers in action—Cotton Ed Smith of South Carolina. When he finally went to his reward, Ed had served 36 continuous years in the United States Senate, standing four-square from first to last upon a three-plank platform: states rights, tariff for revenue only and white supremacy. In 1938 Cotton Ed was at the very top of Franklin D. Roosevelt's ill-starred purge list. The President regarded him as an obstructionist and formally requested his fellow Democrats not to return him to the Senate. As it turned out this was a break for the senator, who had outraged many South Carolinians by his opposition to the New Deal reforms that had done so much to ease their economic distress. But now he was under fire from a meddling outsider, and the role of martyr was one he could play to the hilt.

Ed's campaign masterpiece was what came to be called the Philadelphia Story. It was Ed's version of his famous bolt from the Democratic National Convention two years before when a Negro minister appeared on the platform to pray.

"I have been trying to keep this campaign on a high plane," Ed would proclaim as he paced the flat bed of a cotton wagon. "It has been my custom to start out with the Magna Carta and trace the long history of the struggle for human rights. But the other night, up yonder in Pickens County, I had started out with the fields of Runnymede and proceeded to the point where I had the boys in gray half way up the hill at Gettysburg when an old man in the front row spit out his tobacco cud and said, 'Hell, Ed, tell us about Phillydelphy!'"

"So I told them. I told them about walking up to that great convention hall and being stopped there at the outer door—the outer door, mind you—by a stranger who demanded to see my credentials. 'Young man,' I said, 'if we have reached a time when the senior senator from South Carolina has to have credentials to get into a Democratic convention, I don't want in.' And he stepped aside.

"But when I came out on the floor of that great hall, bless God it looked like a checkerboard—a spot of white here, and a spot of black there. But I kept going down that long aisle, and finally I found the great standard of South Carolina—and, praise God, it was in a spot of white!

"I had no sooner than taken my seat when a newspaperman came down the aisle and squatted down by me and said, 'Senator, did you know a nigger is going to come out up yonder in a minute and offer the invocation?' I told him, I said, 'Now don't be joking me, I'm upset enough the way it is.' But then, bless God, out on that platform walked a slew-footed, blue-gummed, kinky-headed Senegambian!

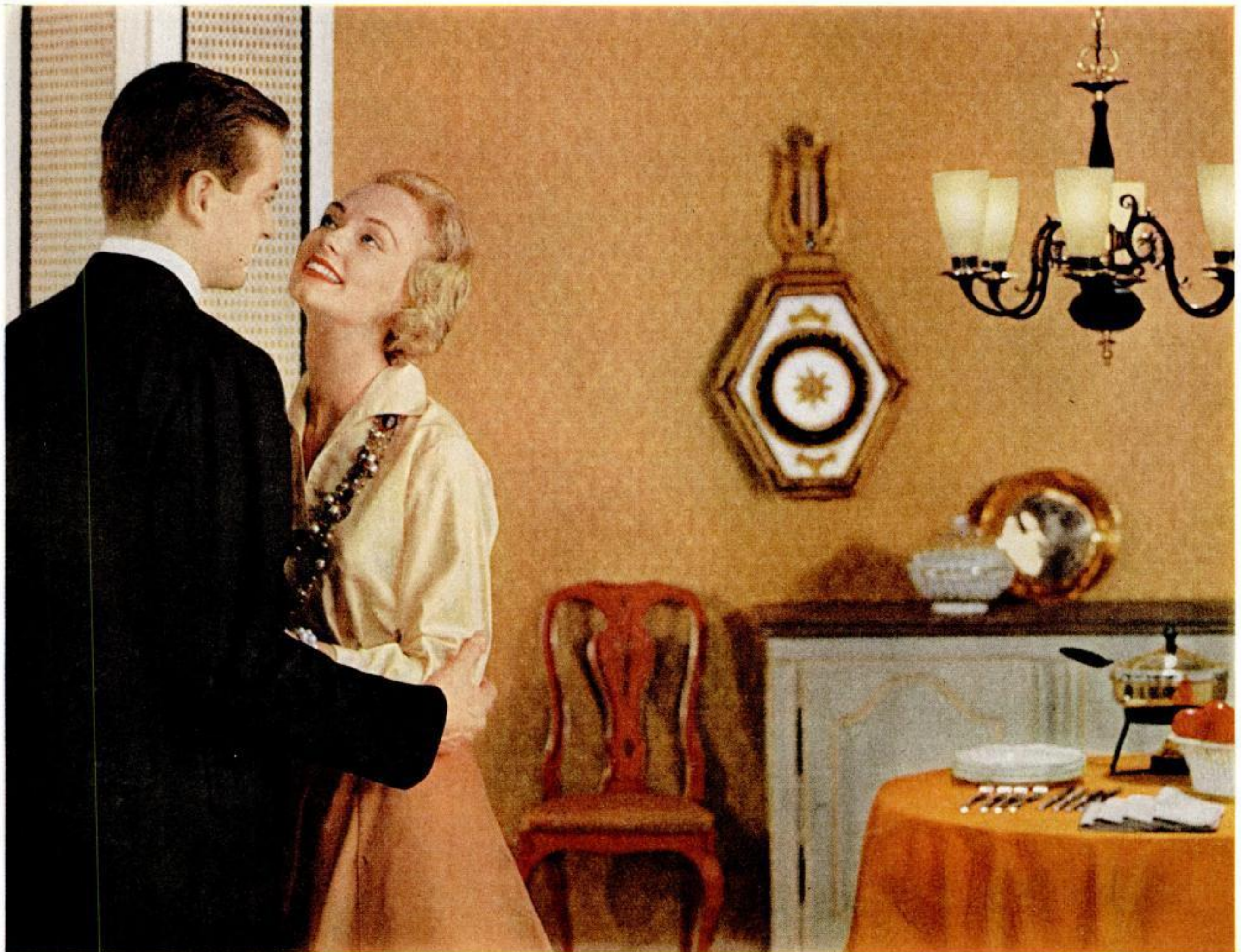
"And he started praying and I started walking. And as I pushed through those great doors and walked across that vast rotunda, it seemed to me that old John Calhoun leaned down from his mansion in the sky and whispered in my ear, 'You did right, Ed. . . .'"

I suppose the story shocked many of the outlanders who heard it or read about it. Yet to the initiated there was a sort of innocence about it. The white men who gathered under the chinaberry trees to whoop and holler as Ed built his climaxes would not really

CONTINUED ON PAGE 141



# You create new glamour with Beauty Tone Bulbs!



"Welcome and have fun!" says a room lighted by Westinghouse Beauty Tone Candlelight Bulbs

Looks like a party . . . feels like a party . . . when you use warm and friendly Beauty Tone Candlelight Bulbs! But that's only *one* of the magic touches you can give your home with light. Brought to you first by Westinghouse, a *complete* range of tinted light bulbs makes colors wake up and sing all around the house. Three exclusive sealed-in tints, soft and subtle, lovely to live with . . . easy to see by. You'll create new glamour for pennies with this Westinghouse Beauty Tone™ trio. Buy all three . . . for flattery!

**YOU CAN BE SURE...IF IT'S**  
**Westinghouse**



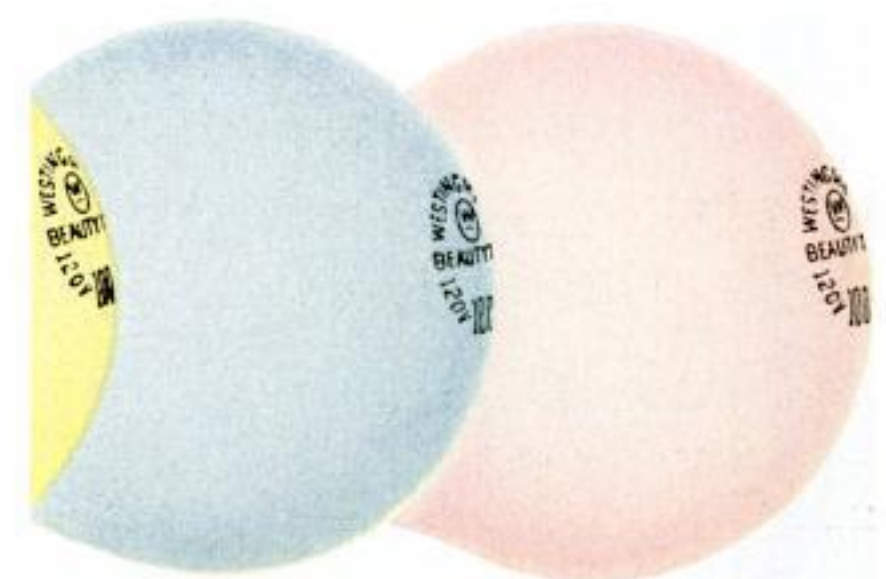
**Westinghouse Beauty Tone Candlelight** . . . so welcoming and gay! Brings out richness of woodwork, accents warm colors in fabrics . . . creates a festive party atmosphere that makes it even more fun to entertain.

**Westinghouse Beauty Tone Aqua** . . . "opens up" small areas, subdues confining colors. This refreshing, subtle tint was *decorator* selected, is "decorator-right." You'll find it restfully glare-free to read by, too!

**Westinghouse Beauty Tone Pink** . . . new flattery for every complexion, for unsuspected loveliness in fabrics and wallpapers! But buy all *three* Beauty Tone tints—they do wonderful things for your home and you.

"This Season . . . Change your lighting for more glamorous living."

Buy long-lasting Beauty Tone bulbs in 60, 75, 100, 150 watts and 3-way sizes







I dreamed I posed for a Fashion Ad  
in my *maidenform\* bra*



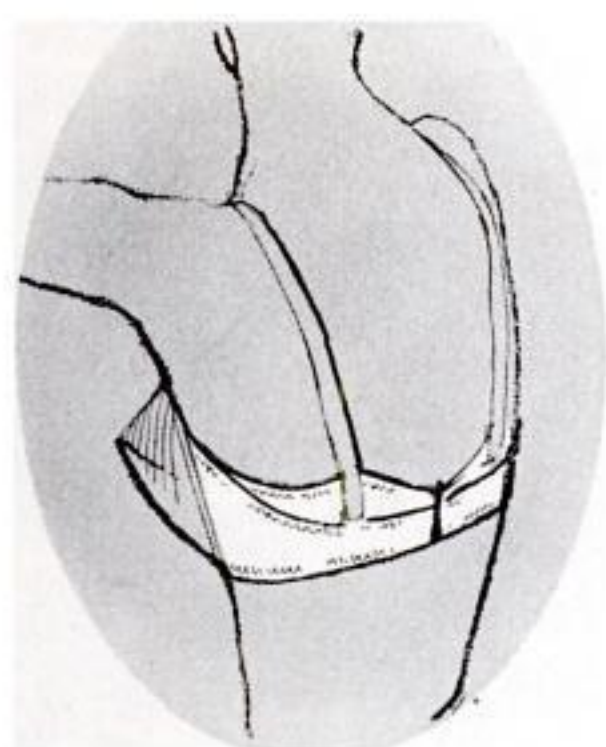
Look twice at **TWICE-OVER**\*\*—newest *maidenform*\* bra!

# Here's the first and only elastic bra that's firm where a bra should be firm!

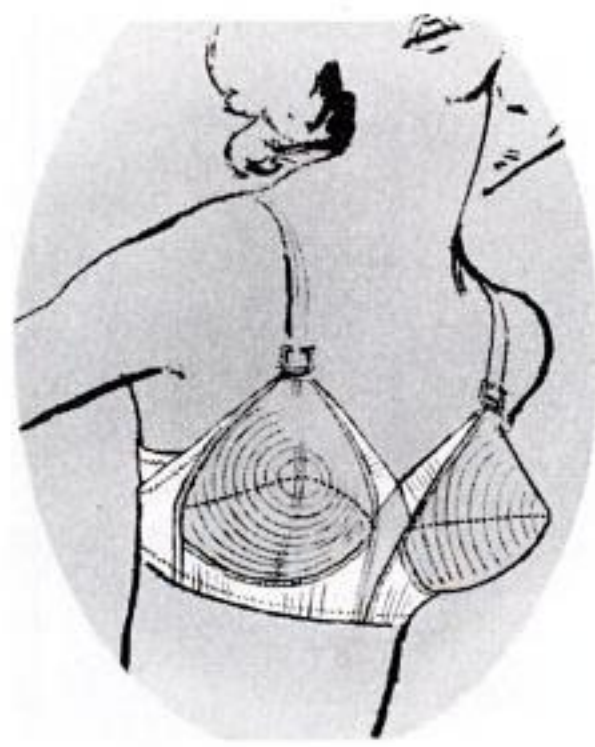
One look! You see a light, fantastic elastic bra. It's flexible as you are—breathes as you breathe.

It's cut criss-cross under the arms—*keeps* its just-bought shape, *feels* like next to nothing on!

Another look! You see the *cups* are fashioned of silky cotton broadcloth, circular-stitched to mold and hold as if it were made *just* for you! Don't put off till tomorrow what you can put on today... new Maidenform Twice-Over!



Criss-cross cut *double elastic* under the arms. It's more supple and stronger, *lasts* much longer than ordinary elastic bras!



Elastic *outlines* and *underscores* the cups, for comfort and cling where it counts. Twice-Over fits better, feels better on!



Firm cotton broadcloth where *support* counts—in the *double-stitched* cups, center and straps! Keeps its shape better!



395

**NEW** *maidenform* **TWICE-OVER**

Look for this colorful package at fine stores everywhere!

© MAIDEN FORM BRASSIERE CO., INC., NEW YORK 16, N.Y.

\*\*PAT. PEND.

\*REG. U. S. PAT. OFF.

COSTUME BY SYLVAN RICH



"I made this **\$25,000** prize-winning dress on the new **SINGER** Slant-O-Matic."



**National Champion** Mrs. William Bishop of Oxnard, Cal., sewing on the SINGER Slant-O-Matic.

• • •  
**Mrs. William Bishop** was one of 50,000 women in a national sewing contest who made entry dresses while taking instruction in SINGER SEWING CENTERS. In the finals, she made this wool-sashed peau de soie dress—and won \$25,000!

As ONE of 33 finalists who came to New York for the national sewing contest finals, Mrs. Bishop sewed for the first time on a new SINGER\* Slant-O-Matic when she made her winning dress. She called it the easiest, surest-stitching machine she had ever operated!

Of the Slant-O-Matic's 24 fabulous features, here are a few Mrs. Bishop liked especially (and you will too!).

The needle slants *toward* you . . . lets you see more easily, sew straight and fancy stitches more smoothly.

All threading is easier. For anyone who may need a reminder, there is the simplest threading chart in the machine. The bobbin is in front of the needle—so convenient—and it just drops in place.

And you can change from one fancy stitch to another by turning a knob! A built-in stitch chart flips up, gives the key to whatever stitch you desire to "tune in."

Even darning and embroidery are easier, because the throat plate is raised by a fingertip control. You don't have to drop the feed—or be a mechanic!

And it runs so smoothly . . . never jams or stalls. (That's the wonderful gear motor drive in action.)

See the Slant-O-Matic yourself. Only zigzag machine made in America for home use—greatest ever built.

## SINGER SEWING CENTERS



\* Listed in your phone book under SINGER SEWING MACHINE CO.  
 \*A trademark of THE SINGER MANUFACTURING CO.



Made from Vogue Paris Original Pattern by Nina Ricci No. 1367





**OLDTIME ORATOR** "Cotton Ed" Smith at 73 clowning on his Lynchburg, S.C. farm after defeating the New Deal's candidate in 1938 primary.

## EPITAPH FOR DIXIE CONTINUED

have objected to being prayed over by a Senegambian, and didn't believe Ed did either. And, most remarkable of all, nobody enjoyed the performance more than the Negroes who stood, white teeth gleaming in the dark, at the rear of the crowd. "Hot damn," they would chortle, "ole Ed's pourin' it on tonight. . . ."

The real significance of the Philadelphia Story, I think, was its magnificent irrelevance. South Carolina was perhaps as hard hit by the Depression as any state in the union. But this was not meaningfully discussed, and in fairness it should be noted that the audience probably would have been offended had an orator, instead of spinning dreams of past glory to assuage its misery, suggested that perhaps something was fundamentally wrong with the Southern Way of Life.

IT is sometimes still argued that the insistence of the white South that the Negro must be kept in his place is largely economic, rooted in the need for a ready supply of cheap labor on the part of the gentry and the fear of competition for scarce jobs on the part of the poor whites. I suppose there are places in the rural South where this calculation still has some validity, but it has been a long time since I have even heard the race problem seriously discussed in these terms.

The fact is that the dominant economic interests in the New South—granting a few local exceptions—not only are not engaged in any calculated effort to keep the Negro in his place but are providing a significant counterbalance for the incendiary activities of the Citizens' Councils and the reborn Klans. It is not that the bustling gentlemen at the local chambers of commerce or the state industrial development commissions are particularly concerned with race as a moral problem. On the contrary they, like most of their fellow Southerners, wish the matter of integration would quietly go away, and many of them privately share the views of the Councilmen. But they also recognize that sustained racial disorder would be fatal to their effort to lure new industries and new capital from the non-South, and that the existing level of tension is not doing their promotional campaigns any good.

A few weeks before the 1954 Supreme Court ruling in the school case I paid a call on a southern business executive who likes to be described as the sparkplug of his state's increasingly successful drive to balance agriculture with industry. He had expended much money and energy in the cause and had expounded the gospel across the melted ice cream of a thousand luncheon club tables, at home and in the money markets of the east—the story of vast natural resources and a docile, hard-working labor supply waiting only for the touch of Yankee investment capital to send milk and honey flowing through the land.

I asked him if he had given any thought to the possible effect of the pending Supreme Court ruling on his industrial development program. He said he hadn't, much. Suppose, I said, the Court rules out segregation in the schools?

CONTINUED

Gosh, Mrs. Green—my stomach is so upset!  
I can't finish your paint job today.

Look, let me get you some Pepto-Bismol. Hospital tests prove it relieves upsets. It's wonderful for indigestion or nausea.

Pepto-Bismol works where soda, seltzers and "tummy-aids" fail! For upset stomach, indigestion, nausea, or diarrhea—Pepto-Bismol's special medicinal formula soothes with a gentle coating action. It works both in the stomach and the intestinal tract—where soda and alkalizers never help. For children or adults, this wonderful pink liquid helps control simple diarrhea without constipating.

TAKE HOSPITAL TESTED PEPTO-BISMOL®...AND FEEL GOOD AGAIN!



Your eyes are on..

# Rain Dears®

THE WORLD'S MOST POPULAR PLASTIC RAINBOOTS

EXCLUSIVELY A PRODUCT OF THE LUCKY SALES CO., INC.

## NEW SATIN SHEEN FINISH!

The smooth sophisticated eye-catching gleam of Satin sheen finish, mated with the sleek snug fit, and renowned superior safety of the world's most popular plastic rainboots... Rain Dears.

ALSO, in fully transparent, for the woman who wants the beauty of her shoe to show through

CLEAR SMOKE

Smooth fitting styles for all types of shoes and every heel height.

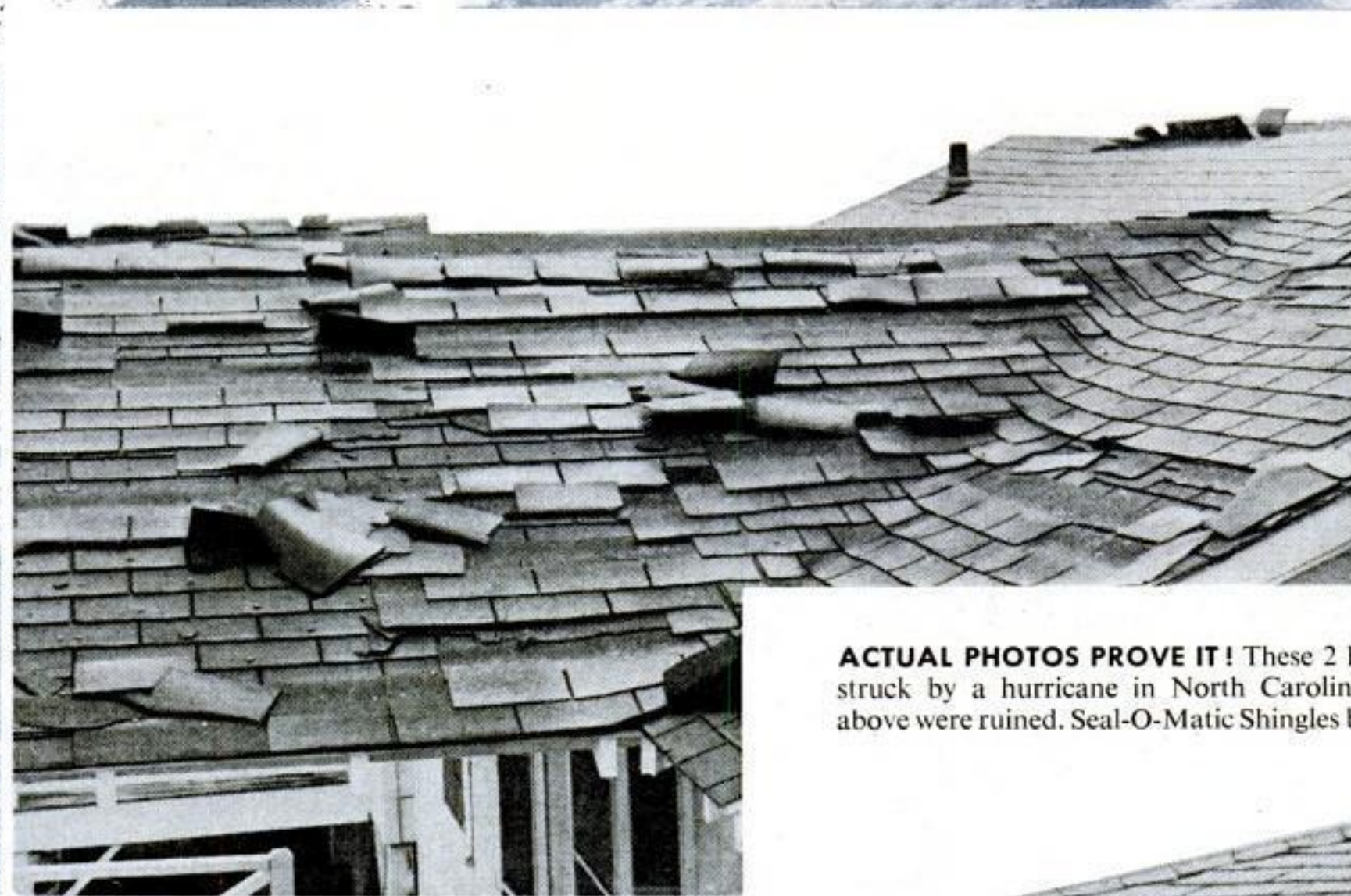
about \$2.00

AT NOTIONS, SHOE AND RAINWEAR COUNTERS EVERYWHERE

LUCKY SALES CO., INC. NEW YORK CHICAGO LOS ANGELES

Guaranteed by Good Housekeeping





**ACTUAL PHOTOS PROVE IT!** These 2 houses, side by side, were struck by a hurricane in North Carolina. Conventional shingles above were ruined. Seal-O-Matic Shingles below suffered no damage.

**Greatest protection for your home**

**A JOHNS-MANVILLE ROOF**



*Even in a hurricane—*

## **SEAL-O-MATIC® ASPHALT SHINGLES** hold tight against wind and rain



*Here's the Secret!*

A continuous stripe of special Seal-O-Matic Adhesive is factory-applied to the underside of each shingle. The sun's heat automatically seals it down.

These are the only self-sealing shingles proved on over 100,000 homes! Patented Seal-O-Matic Shingles grip tight—stay flat. Wind and rain can't get under the edges, even on roofs of low slope.

They come in many colors and blends

as well as white, they combine beauty with the ultimate in roof protection.

For a free estimate on roofing your home, see your Johns-Manville Building Materials Dealer or a Certified J-M Home Improvement Contractor.



**Send for free folder!** It shows you Seal-O-Matic Shingles in all colors. Write to: Johns-Manville, Dept. L-3, Box 60, New York 16, N. Y.; in Canada, Port Credit, Ontario.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_

I'm interested for ☐ new house ☐ present home.

# **JOHNS-MANVILLE**



## Greatest protection for any building

### A JOHNS-MANVILLE ROOF

Backed by 100 years of experience, the name Johns-Manville insures highest quality in roofing materials.



**For flat and low-pitch roofs**  
—Johns-Manville has engineered and designed Aquadam® and Flexstone® Built-up roofs for maximum weather protection.



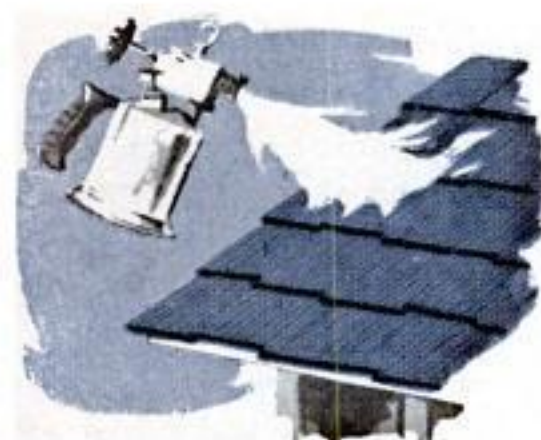
**Efficient roof insulation at low cost**—Roofinsul® is especially designed to cut heating and cooling costs, help insure temperature control.



**Low-cost roof protection**  
—J-M Asphalt Roll Roofing is easy to apply, covers large areas quickly.



**A beautiful roof at low cost**  
—J-M Asphalt Shingles come in a wide range of colors and blends.



**Lasts like stone**—J-M Asbestos Shingles last a lifetime. Not one has ever burned or worn out.



**New life for old roofs**—J-M Roof Coatings preserve and prolong the life of old roofs at small cost.



If you would like to know more about J-M Roofing Products, write to: Johns-Manville, Dept. L-3, Box 60, New York 16; in Canada, Port Credit, Ontario.

## EPITAPH FOR DIXIE CONTINUED

"You mean they might?" he exclaimed.

I told him I thought the odds were that they would, and that this, of course, raised the possibility of racial violence in the South. He sprang from his chair and began pacing.

"We can't have it," he said, his voice rising. "My God, if the Klan starts riding again and kicking Nigras around, my company couldn't borrow fifty cents in Wall Street. And nobody in his right mind would build a plant in a town where people are throwing dynamite at each other. What we've been selling is peace and order—telling 'em that what we've got down here is stability—friendly politicians who are not going to gut a business with taxes, and workers who are grateful for a job and are not going to be stirring up trouble."

What, then, did he propose to do about it? Would he and his fellow industrialists in the region consider joining in a public statement urging orderly compliance with the Court's decision? He sat down and thought a moment.

"We're not going to want to get mixed up in this school thing if we can help it," he said. "But I can tell you this, there's not going to be any race riots."

And there haven't been. Mean talk, yes. Isolated acts of individual violence, as in the Till case; an occasional mob such as the one that formed to bar Autherine Lucy from the University of Alabama, or the one that overwhelmed the police at Little Rock; sticks of dynamite tossed on Negro leaders' porches. Deplorable as this may be, it falls far short of organized forays into Negro neighborhoods to burn, pillage and murder on a wholesale scale. There has not been a single lynching in the grand manner—the sort of fiesta where an entire community gathers, children and all, to watch the crosses burn and the limp body sway at the end of the rope.

It might be contended that this is negative, that the difference is only one of degree and that the distinction is between physical and spiritual torture. Yet it is a matter, I think, of considerable significance. What this means is that the power structure of the South has declared outright violence and sustained disorder intolerable. Where prominent citizens participate openly in the activities of the Citizens' Councils, as in Mississippi and some parts of Alabama, they have made this a condition of membership and have given it more than lip service. Elsewhere in the South the established leaders had generally stayed clear of the extremist groups—until Orval Faubus jumped the traces in Arkansas—making no overt move to curb the rabble rousers but letting it be known that they will be tolerated only so long as they stay within bounds that stop short of anything the meddling, outside newspapers could call an incident.

### The depressed one-third

**I**F economic determinism were the sole factor, which of course it is not, the rigid patterns of segregation would have been shattered long ago. The South's traditional poverty has been rooted in the fact that the colored third of the region's population, and a substantial portion of those of lighter hue, have been counted among the lowest income group in the nation. To wholesalers and retailers of consumer goods, to those who operate the service trades, to professional men and women, it has meant a local market far below the potential indicated when national income averages are measured against southern census figures. And it has added to the general burden since those with marginal incomes contribute little in the way of tax support for public services yet draw heavily upon them. It was economics, not morality, that Booker T. Washington had in mind when he warned that the white man could throw the Negro in the ditch but couldn't keep him there without getting in with him.

The average Negro income is still well below that of the whites, but it is high enough to make an increasing number of colored people good customers of almost any establishment along Main Street. In some cases the Negro has even achieved a special priority; because the patterns of residential segregation normally restrict him to second-class housing regardless of income, the outward symbol of his affluence is likely to be a long, chromium-studded new automobile rather than a pretentious home. Indeed, proprietors of shops which once barred Negroes or asked them to ease in through the alley door are likely these days to be out hustling colored customers in off the sidewalk. The Negro-operated radio stations which have sprung up in the southern cities to beam programs especially to Negro audiences peddle most of their commercial time to leading white stores. And some department store owners, taking due note of the complexion of





*Continental mesh jewelry*  
by **SWANK**

For the discriminating man who values something "different" these new wrap-around, snap closure cuff links in elegant golden metal mesh are certain to please. Matching tie klip. Gift Boxed Set, \$12.50. Links alone, \$10. Tie Klip alone, \$2.50.

Look for the name SWANK.® World's Largest Manufacturer of Men's Quality Jewelry.  
Prices plus Fed. Tax. Swank, Inc., Attleboro, Mass.

## I don't want to be a King



...I just want to feel like one!

You can, with KINGS MEN After Shave Lotion. KINGS MEN is far more soothing... cooler, more refreshing. Makes you feel great. Since a bottle lasts so long, why put up with less than the best? Get KINGS MEN right away. Known everywhere as the world's finest!



**KINGS men**® AFTER SHAVE LOTION only \$1  
Plus Federal Tax



**STEADY LABOR SUPPLY**, which South's industrial promoters boast of when trying to recruit manufacturers, fills a Greeneville, Tenn. dress plant.

### EPITAPH FOR DIXIE CONTINUED

the crowds moving through their aisles, have quietly taken down the White and Colored signs that adorned their drinking fountains—although in almost every instance the toilets still remain strongholds of white supremacy.

This has been a quiet and undramatic process, more the natural product of a competitive economy than the result of organized effort on the part of Negroes. They have found doors opening to them simply because they arrive these days with money in hand.

It is commonly said that some of the best minds in the South have rallied to the effort to fend off the effects of the Supreme Court integration decisions, and this is true. But there are able minds poring over the balance sheet, too, and while they are willing to put up with a good deal of nonsense, they are not willing to pay cash for it.

Thus the Mississippi State Sovereignty Commission, brought into being by the 1956 legislature to keep the Magnolia State free of any taint of integration and supplied with \$250,000 of public money for the purpose, collapsed in its first direct test against the outside dollar. The issue was the proposed erection of a \$12.7 million Veterans Administration Hospital at Jackson, a facility that would accept white and Negro patients alike and house them together without distinction. "Well, we've got the tiger by the tail," Governor James P. Coleman said. "We either accept an integrated facility or we deny our Mississippi white veterans medical services they need." With only one dissenting voice the Sovereignty Commission voted to donate state land for the hospital.

This sort of schizoid experience besets us on all sides in the South these days—not just when we come, as sooner or later each of us must, to a personal problem involving race. We are working for change, most of us, and deploring some of its consequences. We are busily building cities, and we are still dreaming of the simpler, rural past which looms so large in the southern mystique.

My generation is the first to have its roots severed entirely by the sharp edge of change. Some of us still live on the land, of course, and make a living from it. But today's farmer has the manner and the accoutrements of the corporation executive. He spends as much time bending over a hot telephone as he does walking his fields, he is a constant commuter to the cities now only minutes away, and the old home place has been remodeled. Even the conscious rebels get no more for their pains than fresh air. My brother, weary of the New York canyons, has gone back to the Carolina mountains of our youth. The wind still sighs through the pine trees there at Tryon, just over the Greenville County line, but it is likely to be drowned out by the rattle of cocktail crockery from the patios of his neighbors, all of whom seem to be retired Chicago stove manufacturers. And his financial umbilical cord still stretches back to the publishing house in New York.

You can't go home again, said Thomas Wolfe, who lived just over the ridge before the lonely echo of train whistles in the mountain valleys lured him forth to the web and the rock of Manhattan. This is true because home no longer exists. Nor is this solely a matter of physical change, of a filling station that stands where an old house settled under the trees, or the sun glinting on miles of picture windows in the fields where a boy once followed his dog.

CONTINUED



lobij



biggest  
fashion  
since  
the  
fig leaf  
seamless  
stockings  
by **Jane**

no seams to worry about



FOR CHRISTMAS GIVE HIM  
**Trophy Cottons**

BY **TOM SAWYER**

APPAREL FOR REAL BOYS

Authentic Trophy cottons... fine materials  
... from choice long-staple cotton...  
easy to wash... easy to iron.  
Small checks, plaids, and stripes  
in varied color combinations.

\$2.98 and \$3.98



ELDER MFG. COMPANY  
ST. LOUIS 3, MO.

Manufacturers of fine apparel for men and boys for 41 years  
Manufactured and sold in Canada by  
NATIONAL TEXTILE LTD., TORONTO



**NO  
FINER  
FIT  
AT ANY  
PRICE**

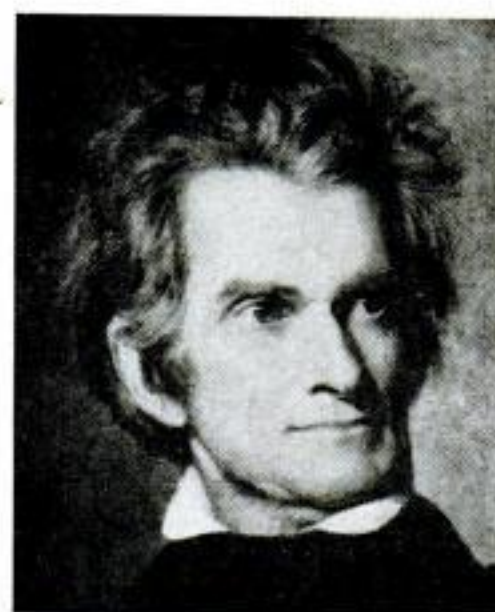
You may be paying more. But... are you getting more? Are you getting Bestform's rich detailing, its luscious fabrics... its really marvelous fit? Try Bestform the next time you shop. You'll have to agree: even if you'd paid much, much more... you couldn't look lovelier!

**BESTFORM**  
GIRDLES AND BRAS

**EPITAPH FOR DIXIE** CONTINUED

Home was a matter of time as well as of place, of values trapped in amber. Now the amber is shattered, the old values naked and exposed to the winds of change; the nation is no longer willing to let us be different, and in truth very few of us really want to be.

So it is gone now, whatever it was we had, and it doesn't really matter whether it was taken from us or whether we bartered it away. Not long ago I sat beside a wise and beautiful lady in a taxi on New York's East River Drive, alternately crawling and bowling



**PHILOSOPHY** of South was framed by Calhoun. His states' rights thesis was debased by slavery's defenders.

toward that sweep of midtown towers which is surely one of the most astonishing examples of man's creative capacity, and of man's inhumanity to man. The sight, I told her, no longer disturbed me; I was, finally, at peace with New York. She was amused and curious. Did I mean that I had once considered myself at war with the city, and had felt a compulsion to conquer the capital of the arts? She had thought that sort of thing had gone out with Sinclair Lewis, that nobody since Carol Kennicott had felt it necessary to flee Main Street to pursue either the muse or Mammon. I agreed that this was largely so, but it was not, as so many thought, because there was really a new regional consciousness and a literary concern with the length and breadth

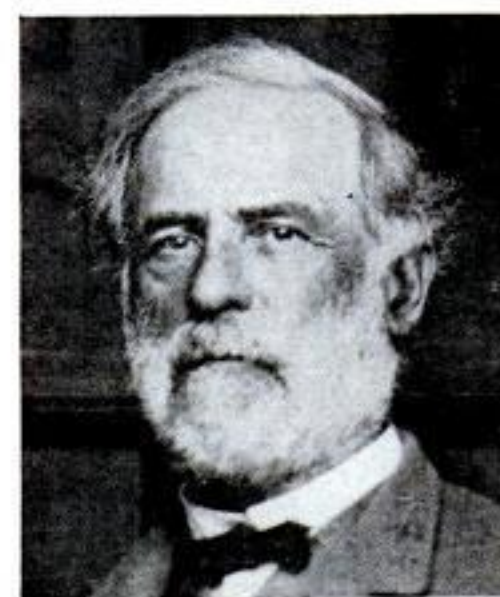
of a broad land. Rather it was that New York no longer had any boundaries, that it was everywhere that telephones and radio and television and airplanes could reach—for New York is not simply an uncomfortable place to live and work in but a state of mind, and in that sense there is nothing left now to confine it, no physical barriers and no permanent, distinctive regional attitudes. So, I told her, I was at peace with New York not because I had conquered it, or tried to, but because I had surrendered. Like my grandfathers, I had turned in my sword because the invasion was complete and I had nothing left to defend.

Well, the skies will not fall in the South, but they will arch over a different land when our transition is complete. Not changed, as many Southerners fear, by widespread comingling of the races. On the contrary one of the great losses may be that whites and Negroes will never again really know each other.

And it was the knowing, I think, that was important and in the quieter time did much to take the curse off the former system. Once we could consider our neighbors, white or black, one at a time; we could hate them as individuals, or love them, respect their strength and recognize their weaknesses and forgive them if we saw fit. Now this too is departing, along with our own defense of a different way of life.

What the South has been defending over the years is the right to be wrong—wrong, at least, as a substantial national majority judged the issues of slavery and segregation. It is, of course, a basic right, the one upon which an entire structure of law has been erected to protect minorities. But the South debased it by using it as a cloak behind which the local southern white majority denied the common rights and immunities of citizenship to the black minority. It was never enough to say simply that a majority wanted it that way and that their will, therefore, should prevail. It was clearly the duty of those who knew better to insist that the majority must recognize that a system which might be temporarily tolerable and even necessary would become intolerable unless it evolved with the changing times. To insist otherwise, to say that come what may the southern white minority would never concur with the national majority—as men are still saying—is simply to reduce the right of dissent to the right of revolution.

Our only major prophet, Calhoun, evolved a salient thesis of government in his doctrine of the concurrent majority, the principle that the Constitution is a pact between the federal government and the states, and that either one can veto or nullify the acts of the other. But then Calhoun saw his thesis debased when he attempted to use it as a defense for slavery. So in later years



**HONOR** of South was personified by Lee who showed countrymen how to accept their defeat in good grace.





PHOTO: ARNOLD NEWMAN

# Economics is LIFE itself

**W**HAT is economics to me, a person who has spent a lifetime studying the subject?

Economics, to me, is "bread and butter." It is our job, our paycheck, our tax burden, our standard of living, our problems in educating our children, our financial security and financial peace of mind, our independence and dignity in our senior years.

Economics shines through all the milestones of our era recorded both subtly and graphically in the picture pages of LIFE over the years.

It is, for instance, the meaning of the picture which appeared in LIFE in March, 1937, showing sit-down strikers in the Detroit auto plants. For that picture foretold the emergence of the great labor unions in our country, the climb in wages and salaries, the growth of a vast middle class without parallel anywhere in any age.

It is the story flashed in the picture LIFE showed of the bombing of Warsaw in September, 1939. For in that one shattering picture we could see how we were to be burdened by ever-rising war spending, taxes, living costs, shortages.

Economics is the LIFE photo that appeared in 1946 of the first new, shiny postwar cars. Here we could read the tale of the almost incredible prosperity that was to burst upon America—a prosperity propelled by our massive desires for everything from hat pins to houses, from autos to zippers.

And it is the LIFE photograph of the first American casualty in Korea in July, 1950, which meant we were off again into another cycle of living cost increases, record taxes . . . It is the 1952 picture story of five American college girls (two of whom were engaged and a third already married and expecting), which reflected the greatest postwar boom of all—the "baby" boom. And because so many babies have been born in the '50s, we are moving toward a period of explosive prosperity in the '60s.

And economics surely is LIFE's recent picture story of the American teen-ager who now spends billions and earns billions each year and who has become a key factor in our economy.

What is economics to me, then? Economics is life itself. It also is LIFE itself.

SYLVIA F. PORTER  
Syndicated Columnist

LIFE, 9 Rockefeller Plaza, New York 20, N. Y.



CREATED  
FOR A  
**MAN'S**  
SENSE  
OF FASHION

You'll sense immediately the fashion rightness in the clean masculine lines of a Mayfield Four-Star suit. This one is flawlessly tailored of lustrous all wool FLAMBEAU worsted. Mayfield quality and workmanship are nationally acclaimed, and close to you is a Mayfield dealer.

For the nearest write



**MAYFIELD**  
FOUR-STAR  
**CLOTHES**

DEPT. E.  
MAYFIELD, KENTUCKY

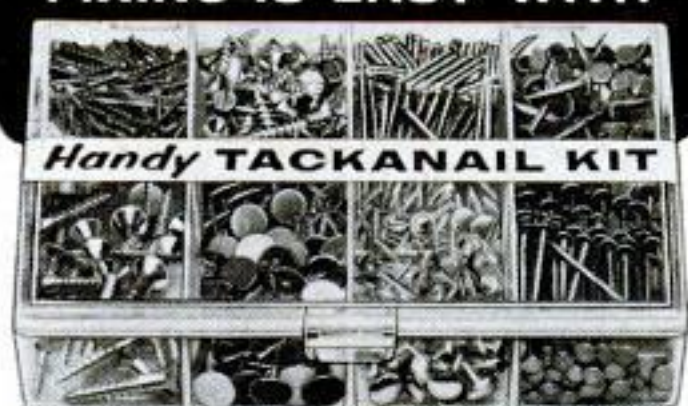


## For Parents With Problems Of Teenage Skin

"Pimples drove me crazy until I found a miracle anti-blemish creme. Now I'm happy," writes Jackie B.

Science has at last discovered an amazing new anti-blemish creme that penetrates under the skin to kill harmful pimple bacteria and dissolve infected skin tissue. Thousands who have suffered itching torture and embarrassment of pimples report astonishing results with a stainless medicated creme called Lanacane. In one case after another irritations were promptly relieved while skin brightened and became silky smooth and soft. Ugly skin is beautified at once as flesh-colored Lanacane hides pimples and blemishes while it works. Don't suffer pimple misery another minute. Get Lanacane today at all druggists.

### FIXING IS EASY WITH



**Handy TACK AND NAIL KIT**  
MORE THAN 600 SCREWS, BRADS, TACKS, NAILS!  
Everything you need for household fixing in a handsome, sturdy, re-usable styrene chest. 8 compartments—won't mix, even when turned upside down! At your supermarket, hardware or variety store...98¢  
AMERICAN TACK CO., INC., Flatiron Bldg., N. Y. C.



FOR SCHOOL...  
PLAY...  
OR DRESS!



## BOYS' SHIRTS AND PAJAMAS

HIS NIBS • EMPIRE STATE BUILDING • NEW YORK

## Sore, Hot, Tired or Perspiring Feet?



Here's Joyous Relief  
and Walking Ease!

Start and end each day with a smile—a day free of these foot troubles—use Dr. Scholl's Foot Powder. It quickly comforts, cools, refreshes the feet...eases new or tight shoes...helps prevent Athlete's Foot. Get a can today! Sold everywhere.



**Dr. Scholl's  
FOOT POWDER**

**ROTO-ROOTER Razor-Kleens Clogged Drains  
All The Way From House to City Mains.**

**ROTO-ROOTER  
SEWER SERVICE  
for ANY DRAINAGE FAILURE**

Cleans sewers and drains of tree roots, grease, and scale...without unnecessary digging. Look for ROTO-ROOTER, white pages, in your phone book.



ROTO-ROOTER CORP. Dept. L-41, Des Moines 14, Iowa  
Franchises Available in Some Localities—Write for Free Literature

*The Only National Sewer Service Available Locally*



ONLY THE  
ROTO-ROOTER  
SEWER MACHINE  
RAZOR-KLEENS

## EPITAPH FOR DIXIE CONTINUED

have we repeated Calhoun's tragedy. We have had important things to say to the nation, but as responsible men yielded to the irresponsibles in every season of southern crisis, we have been drowned out by our own footless argument over where a man should sit on a streetcar.

The South had reason to know, too, that there was still another essential balance involved—and this beyond the mechanics of government. Rank, in the old army phrase, has its privileges, but each privilege is matched by responsibility. This was the essence of the original southern concept of aristocracy. Under it a man could respect the popular will without automatically bowing to it, but if he believed it wrong it was his clear duty to try to change it. While this concept prevailed, the South was able to field a magnificent army to fight a war it could not, and should not, have won. It was also able to accept its defeat with the grace enjoined by Robert E. Lee and begin in good conscience to make decent and honorable provision for the Negro slaves who were now to become citizens. When the concept began to fade, finally to survive only in the fussy preoccupation of the pompous with genealogy and manners, the South took its fatal turning point.

In any event, and for better or worse, the South must now find its future in the national pattern. The angry cries of defiance now sounding across the region do not echo a gallant past, only a contemporary temper tantrum. I have at hand a letter to the editor of the *Arkansas Gazette* which begins by dismissing all those who insist that the rulings of the United States Supreme Court are the law of the land as "pseudoliberals, pinkos, Communists, dupes and morons." And the impassioned writer continues:

"Harry Ashmore might refresh himself on the Second Amendment of our United States Constitution which says in part 'the right of the people to keep and bear arms shall not be infringed.' If reason and ballots do not avail us in the end, that amendment tells us what to do as a last resort. That amendment talks Anglo-Saxon. Cowardly people can't understand it."

Well, I have so refreshed myself. But when I look out the window of my editorial office I gaze upon the bland stone facade of the local branch of the Federal Reserve Bank of St. Louis. And down the street I see the shining window that bears the sign Merrill Lynch, Pierce, Fenner & Beane. I can imagine many ceremonies taking place on the intervening stretch of asphalt—including a third term inaugural parade for Orval E. Faubus—but not my fellow townsmen lining up in double rank while the chairman of the local Citizens' Council checks their bandoliers in preparation for a second march to turn back the Federals at Pea Ridge.

No, history does not run backward, and it buries its own dead. I can only hope that in the new time the triumph of the thin-lipped men is not absolute—that somehow we in the South can carry over traces of the old qualities of humor and grace that once distinguished most of us, proud or humble, black or white. If so, Dixie's epitaph can read simply: R.I.P.



**ATTRACTING INDUSTRY**, businessmen of Arcadia, La. stage a tour with beauty queens. Economic progress has been a great force against segregation.





The planet Venus is the brightest object in the sky, next to the Sun and the Moon. Photograph by Bert Stern.

**Fairest planet, love's proud light** Brilliant Venus, goddess of love and beauty, is the evening star once more. She hangs her lamp of promise in the heavens, favoring lovers with her lovely light. Long ago, and just for you, a star fair as Venus was born of earth, its mission, too, to tell of love. Your engagement diamond will shine proudly always. Through time and change it will record the fullness of your life, for you and one you love, and all who follow you.

De Beers Consolidated Mines, Ltd.

¼ carat (25 points) \$100 to \$240  
 ½ carat (50 points) \$235 to \$500  
 1 carat (100 points) \$625 to \$1230  
 2 carats (200 points) \$1365 to \$3410

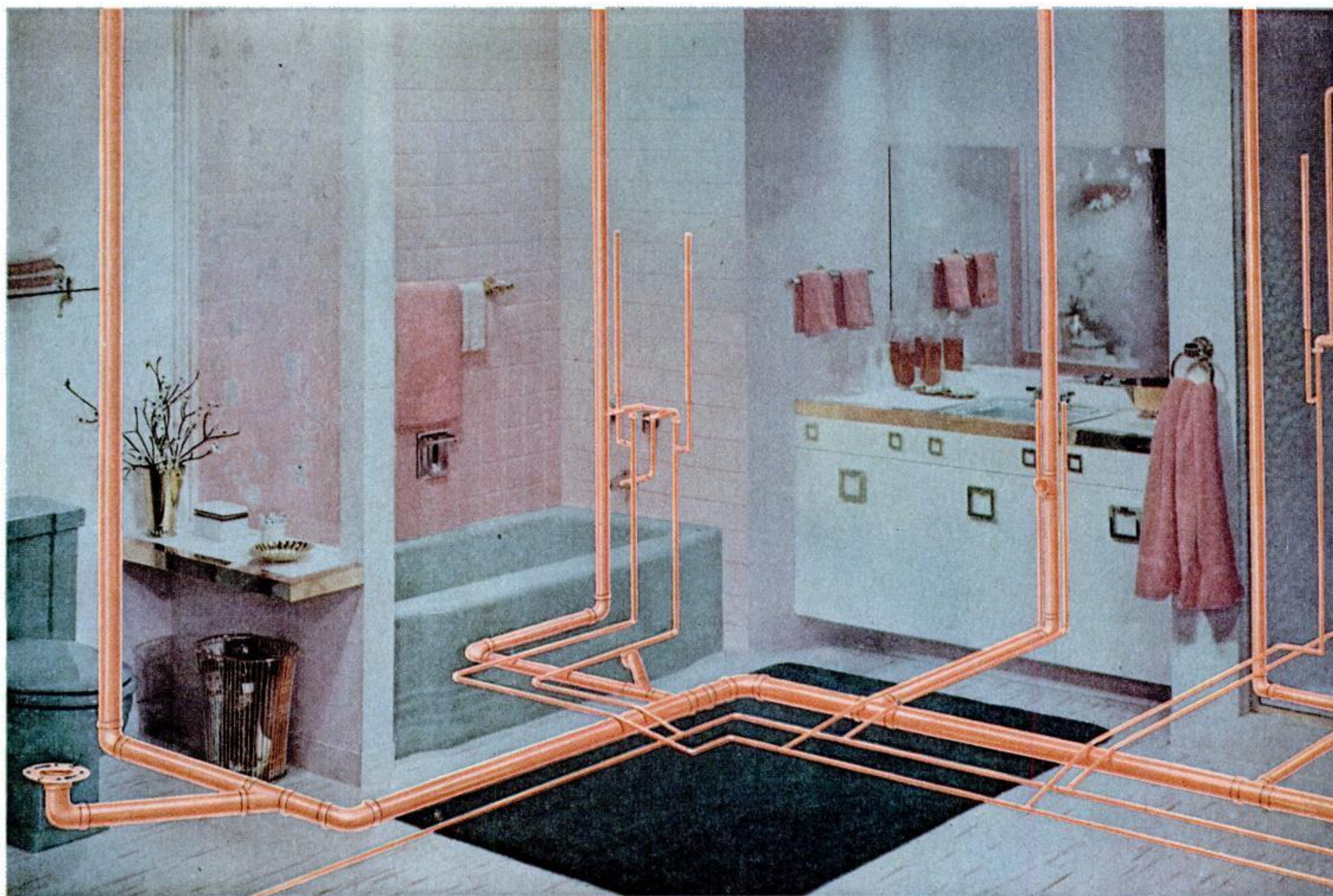
Price ranges above are based on quotations by jewelers throughout the country in July, 1957, for their top-grade engagement diamonds (unmounted) in weights indicated. Prices vary with top qualities offered. Exceptionally fine stones are higher priced. Exact weights shown are infrequent. Add tax.

**FACTS ABOUT DIAMONDS**

Color, cutting and clarity, as well as carat weight, contribute to a diamond's beauty and value. A trusted jeweler is your best adviser. Divided payments can usually be arranged.

**A DIAMOND IS FOREVER**





## HOME **LIFELINES** OF CHASE<sup>®</sup> COPPER TUBE CAN COST LESS THAN PLUMBING OF RUSTABLE PIPE!

Today...the finest, longest-lasting water-carrying system your plumber can install in your home is *your best buy, too!* For Lifelines of Chase copper tube can actually *cost you less* than any other type of piping!

Right from the start Lifelines of Chase copper tube save money for you! You see, *economical* Chase copper tube can be installed far faster, far more easily than old-fashioned piping. And as time goes by, your hot and cold water lines of Chase copper tube *keep on delivering* a full flow of water year after year. Your heating and chilled-water cooling and drainage systems *remain* as leak free and efficient as the day they were installed.

Now is the time to remodel or build with home Lifelines of Chase copper tube. Your plumbing and heating contractor will tell you that *this* tube is the leader in quality and service!



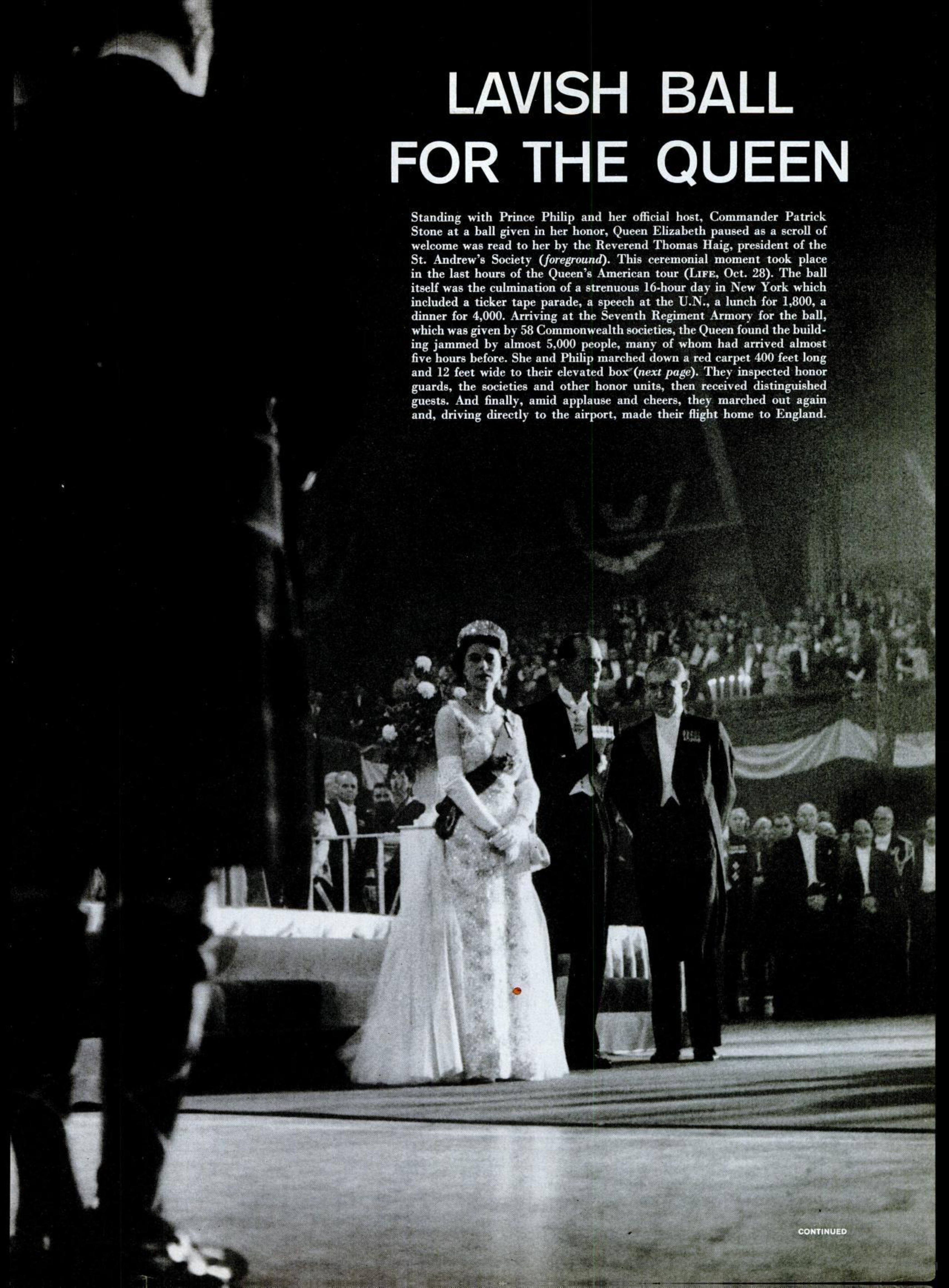
**See Your Plumbing and Heating Contractor!**  
He is the only man qualified to install plumbing, heating and cooling Lifelines of Chase copper tube. And he can help you plan and complete your *entire* remodeling job!

Get the facts about building or remodeling with Lifelines of Chase copper tube. Send 25¢ for full-color, 24-page booklet. Write: "Lifelines," Chase Brass & Copper Co., Waterbury 20, Conn.



# LAVISH BALL FOR THE QUEEN

Standing with Prince Philip and her official host, Commander Patrick Stone at a ball given in her honor, Queen Elizabeth paused as a scroll of welcome was read to her by the Reverend Thomas Haig, president of the St. Andrew's Society (*foreground*). This ceremonial moment took place in the last hours of the Queen's American tour (*LIFE*, Oct. 28). The ball itself was the culmination of a strenuous 16-hour day in New York which included a ticker tape parade, a speech at the U.N., a lunch for 1,800, a dinner for 4,000. Arriving at the Seventh Regiment Armory for the ball, which was given by 58 Commonwealth societies, the Queen found the building jammed by almost 5,000 people, many of whom had arrived almost five hours before. She and Philip marched down a red carpet 400 feet long and 12 feet wide to their elevated box (*next page*). They inspected honor guards, the societies and other honor units, then received distinguished guests. And finally, amid applause and cheers, they marched out again and, driving directly to the airport, made their flight home to England.



CONTINUED





## A REGAL SPECTACLE

The Queen's entrance into the Seventh Armory and her progress toward the royal box was the high point of the ball. The Queen stopped as this picture was taken when the Royal Canadian Navy Band (*right of aisle*) broke into *God Save the Queen*. She is escorted by the host, Commander Stone. Behind her are Prince Philip, Mrs. Stone and others of the party including Governor and Mrs. Averell Harriman and Mayor and Mrs. Robert Wagner.

Standing guard are (*left*) the Royal Canadian Navy Honor Guard and (*right*) the New York Seventh Regiment Honor Guard. The couples in the foreground at each side of the carpet are presidents of New York Commonwealth Association societies and their wives. In right foreground, in front of the royal box, stand Major W. Turner-Coles, British Army Ret., and his aide (*both saluting*), who later guided the Queen and Philip on an inspection tour, and the announcer for the ball (*in tails*). The group waiting in royal box for the Queen are Commonwealth





ambassadors to the U.S. and their wives. Front center is chair where the Queen will sit. In first row, from left, are Sir Leslie Munro, New Zealand ambassador to the U.S.; Lady Munro; Lady Spender and Sir Percy Spender, the Australian ambassador. In second row are Mrs. Gunawardene and Mr. R. S. S. Gunawardene, Ceylon ambassador; Begum Ali and Mohammed Ali, ambassador from Pakistan. In the third row at right are Lady Caccia and Sir Harold Caccia, British ambassador. In wing boxes to the right and left of the royal box are ambassadors

to the U.S., United Nations delegates, consul generals to New York and their wives. Flags at the right and left are carried by color bearers of British War Veteran groups in America. Those in line farther back but without flags are (right) British West Indies War Veterans and Canadian Legion New York Post 165, and (left) Royal Air Force veterans. All the Commonwealth and British flags in the auditorium are dipped as required during the playing of the British national anthem. U.S. flags, which are never dipped for any reason, remain up.





## INTERFERENCE FOR OTHER SIDE

After watching the team lose 13 straight games, Marquette University football fans were ready to believe anything they saw on the field. But this scene made them wonder if their players even knew which team they were on. John Freitas of Holy Cross had taken a punt and, pursued by Marquette, suddenly changed his

direction. The Marquette players turned and at this instant, instead of diving on the ball-carrier, seem to be running friendly interference for him. Actually they were eying a lone Holy Cross blocker who, when they reached him, knocked over three Marquette men and helped spring Freitas loose for a 20-yard run.



THE DECANTER YOU'D EXPECT FROM OLD FORESTER



ALSO AVAILABLE  
Year 'round bottle in  
exquisite Gift-Wrap.  
Gift-Wrap or Decanter same  
price as standard fifth.



TRUE FOR EIGHTY-EIGHT CHRISTMASES:

*"There is nothing better in the market"*

©1957, B.F.D. CORP.

KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF • BROWN-FORMAN DISTILLERS CORP. • AT LOUISVILLE IN KENTUCKY





**In romantic Rio, too... Sign of Good Taste...** The taste of Coca-Cola is so distinctive and so popular that the serving and enjoyment of Coke is a cheerful symbol of good taste in living almost everywhere. Through more than 100 countries . . . more than 58 million times each day . . . the invitation, *Have a Coke*, has a welcome meaning and acceptance all its own.



**SIGN OF GOOD TASTE**

"COKE" IS A REGISTERED TRADE-MARK, COPYRIGHT 1957 THE COCA-COLA COMPANY.